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extensively throughout.

was not easily

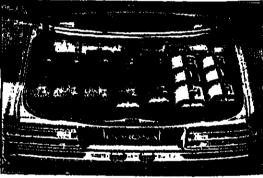
achieved. Thicker,

sound absorbing

material is used

The seats, in the tradition of Toyota, are deeply cushioned, fully cloth covered and fully adjustable. Your kind of space: Space. The word that goes best with new

Corona. Space for more luggage. Space for five passengers. Space that's open and free because the



\$10,500

windows are high and wide. In the cabin, legroom and particularly shoulder room is greatly improved Importantly for the family man, the new Corona's boot is deep, wide and long and - as the photohead deadening system has been introduced. graph shows – it can easily accommodate the most

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CORONA XT SEDAN CURRENT INVESTMENT PRICE \$9,800

IOOOTA It's An Investment.

60 cents THE RESERVE OF BEREIN Volume 9 No 15 (Issue 332) May 2, 1979

Milk marketing revolution stalled by T & I

by Warren Berryman TWO Government depart-mensare disputing whether to allow two privately owned industrial giants to spend their wn money to launch a new

The product: flavoured milk nd fruit juice in cardboard

The companies, UEB In-CORONA XT STATION WAGE distries, which wants to manufacture the cartons, and New Zealand Forest Products, which is developing local production of the highly specialised cardboard for

wings is Alex Harvey Indistries, whose monopoly on the glass bottle market is threatened by cardboard

The Government departments: Trade and Industry, which opposes the project and refuse import licences for the department fears that the carton filling plant, and extra cost might be Agriculture and Fisheries, the milk subsidy. which favours the carton AHI's glass concept as a marketing tool to manufacturing sales might be milk; boost this country's flagging hurt by UEB's cardboard • No returns and boost this country's flagging

After holding up production for nearly 18 months, Trade and Industry passed the buck bottles, the source said, had curtailed AHI's new bottle to Agriculture and Fisheries, which must prove to Trade and industry that cardboard cartons are of 'national

Hanging in the balance, apart from the few hundred sand dollars of private capital already invested researching the product, is the sales, and up to \$5 million in exports of Forest Products' carton cardboard a year to

Also in the balance is a new joint venture between the Cook lands and Oasis Industries to process and market island fruit juices in cardboard carions, on the domestic and

UEB has been working on the project for five years and has been negotiating with cartons. Trade and industry for 18

summed up his department's where they cut into 23 per cent reassessed", said Oasis this type of cardboard from the attitude by asking: "What's of the soft drink market, Marketing Manager Jeremy United States and Scangenerating \$18 million extra Irwin. wrong with glass bottles?" milk sales, he sald.

Trade and Industry's concerns UEB and Forest Products want an initial shipment of cardboard blanks to be imported to get the scheme off

ihe ground. Trade and Inhave dropped with each minute machine. reduction in the subsidy and Forest Products has subsequent price increase. developing a capability to the cardboard locally, fears litres per capita to 134 litres board to make the cartons. It create a market demand and per capita between 1972 and now feels it can produce the lead to further imports rather than local production.

● Trade and Industry asks are interested in the cardboard a trial run next month. why the consumer should pay cartons, sec the concept as a two to three cents more for his means of boosting sales. milk in a carton and the Other advantages of cardboard cartons are:

extra cost might be charged to bottle transport costs than bottled

The increased recycling of bottles, the source said, had compact and easier to store, offering a premium to the distributor because it saves on sales. And UEB's plastic bag in a box wine carafes each expensive chiller space; • It saves on chilled shelf replaced six wine bottles.

UEB managing director Rob space for the retailer. Tedeasue emphasised that the The machinery required for cartons were intended to carton filling is much cheaper create a new market for than the combined filling and flavoured milk and not to washing plant needed for bottled milk—a major conreplace the traditional milk sideration for distributors, because their existing bottling plant needs

corporations.

Attractive carton design would promote flavoured milk as a fun drink giving consumers and distributors a There was no question of the

packaging costs coming out of the milk subsidy, Tedcastle

UEB has a joint marketing increased early this year, deal with J Gadston and Co— Talbot was quoted in the New the Australian licencee for Ex- Zealand Herald as saying that Cello Corp of the United States, which produces the pure-pac

flavoured milk in Victoria Talbot cited the Australian Pure-pac's promotion of A Trade and Industry source flavoured milk in Victoria example of increased milk example of incr

NBR CHARGES The cover and subscription prices of National Business Review will be increased from 40 cents to 60 cents and from

\$15 per year to \$20 per year from May 1. The increase results from dramatic rises in production and distribution costs. Fourth Estate Newspapers regret the need for these new rates but point out that it is more than 12 months since the source of the same of the s tince the cover price was lifted and 2 years since the annual bacription price was increased.

Some readers have, over the past six months, suffered analying disruptions in deliveries and the charging of subscriptions. These have probably resulted from changes in the program. rograms used to administer the paper's subscription system. the confident that most of these difficulties have now been esolved but any NBR subscribers still experiencing Problems should fill in the grievance form on page 3 and we will cross about 416. will cross check to ensure that in future subscription difiles, unless caused by postal service or some other external factors, are corrected.

/e regret the need for increased charges and apologise for aconveniences caused by subscription delays or disruptions.

Tedcastle said UEB had a underway UEB would have to dozen local distributors invest about \$1 million in capture half of this market in already interested in the machinery. The distributors time. It has talked with the two cartons. These included milk would need filling and sealing major Australian users-Purecorporations and Oasis In- machines costing from \$40,000 for a 16 unit-a-minute machine New Zealand milk sales to \$150,000 for a 100 unit-a-

Consumption dropped from 142 produce the specialised card-1978. board on one of its paper The milk corporations which machines at Kinleith, and plan

The Australians import all of

To get carton production year at a cost of \$650 a tonne. Forest Products hopes to

> pac and Tetra-pac. Trade and Industry, whereas the Trade and Industry on ice until Agriculture and Fisheries prove it to be to the

THE competing cases of UEB

THE US beef market promises an Eldorado for farmers who can get New Zealand off the counter-cyclical hook -John Draper reports - Page

COLIN JAMES looks inside the Zimbabwe Constitution which ensures that whites

HOULD Air New Zealand compete or quit? The airline's general manager of corporate services, Charles Beresford says we have no choice — Pages 14-15.

FOR Government, energy conservation is a thumb on the balance-of-payments scale. For industrialists, faced with a 60 per cent electricity price hike, it is the key to survival. And Warren Berryman argues that power planners haven't munaged too well — Pages



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It's time for some changes out in party land US appetite for beef offers farmers an escape

politics. Time for a sea of conflicting remits amidst a welter of gladhanding and reflected glory. Time for exportations and backbiting. Time for elections.

Elections are always the most fun and this month there are some of more than usual interest.

First up is the Federation of Labour presidency this week. The FOL is a pressure group. not a political party, but a widely shared membership with the Labour Party makes it a semi-constituent conference of that party.

Sir Tim Skinner resisted too close a relationship with the Labour Party, of which at times he was openly con-temptuous. The Joint Council of Labour, which is supposed to link party with federation. rarely met while he was president, largely because he was seldom avallable.

Skinner was a Labour backbencher in Parliament from 1946 to 1949 (for Tamaki, would you believe?) But by the time the present member for Tamaki had made it to the prime minister's suite. Sir Tom had spread his eggs. He was a one-man political wheedling machine.

No FOL president these days can be a one-basket man. But the new president will almost improve the links with the Labour Party.

And to underline the point, the conference was due to discuss a remit from the Wellington and Taranaki Caretakers and Cleaners Union demanding much closer

The caretakers and cleaners wanted joint committees between the party and federation at all levels of the two organisations "to initiate a broad joint campaign around policies that are progressive and practical".

100

But this matey resolution had a sting in its tail which demonstrates the gulf between some sections of the union movement and the Labour

lt wanted a future Labour Government to implement clause 3(j) of the FOL con-. . to work for a more equitable share of the Income ultimately production for social use and not for private

This clause is a mild throwback to the days when both the FOL and the Labour Party believed -- or said they believed — in the socialisation of the means of production, distribution and exchange.

Since then, the FOL has become a "share-of-thecapitalist-cake" organisation and the Labour Party has gone 'democratic socialist", which means it accepts the mixed economy — and the mixed economy includes profit for

To make the point even more starkly, the two contenders for the Labour Party presidency are themselves capitalists. who've both taken their share of profits out of the economy in their time.

Pieman Joe Walding made a packet out of his family catering firm. Jim Anderton has done well enough out of light metal manufacturing to be able to offer himself on a virtually fulltime basis.

While no one would deny driver from Tamaki. them the grace of altruism, it They will also be making is hard to see either enpreliminary choices about who thusiastically pushing through a "social use" plank for the Labour Party's 1981 platform. the president should be next year if George Chapman really

In fact, regardless of which one wins the election, the looks unassailable at this stage party's policymakers are as divisional chairman and

But there are many in the party who feel Masters would let the organisation slip back into the role of servant to the parliamentary party rather than, as Chapman has striven for, that of its master.

Watch, therefore, whether former Wellington divisional chairman Egan Ogier will pop up somewhere this month.

None of the sitting chairmen from Waikato, Wellington and Canterbury-Westland are in the race. Otago-Southland more likely to be opportunistic will this month elect a new peal to the electorate in an McNab, so it is a doubtful election in which they have source of presidential nominees, though one of the will replace retiring Julian candidates for chairman, Ken Watts in Wellington. Scott, is already a member of

only to make small gains to be

Unless, of course, the rank

At the regional conferences

and file revolution against the

parliamentary cabal succeeds

in February the parliament-

ary party was told in un-mistakeable terms that the

Unless there has been a

dramatic change of heart,

branch membership

trust in an MP.

and is followed through.

ment of the organisation.

not short of ability. usual interest, therefore, in the vice-chairmen, especially if divisions are looking towards party outside wanted more say the post-Masters presidency. in policymaking and govern- For that reason there will be considerable interest in who believer that political parties seas labour practice of a May the meetings this month



votes.

Watts in Wellington. Not to be left out, miniscule Values has its presidential Ederation of Labour and the political scene is going to a bit like a game of new or the money of the money the dominion executive and is Values has its presidential has said he is giving up as one for Social Credit, the

> Values is also putting up for leader posts, since deputy leader Margaret Crozier, once of the Labour Party and

Kunowski who has seemed more of a consensus chairman than a leader, a little apologetic about the fact that it is politics Values is involved in rather than something

The only party without presidential worries at the moment is Social Credit, But that is because it is not holding Its conference until August. And then George Bryant,

whose organising skilt and energy were critical to the league's ability to ride the than doctrinaire in their apmemories might lose him stepping down to pursue his leaching cureer, now being reach of a principalship. New presidents of the

> beginnings of next year's race for a president for National election its leader and deputy and changes in the offing for Parliament Hill will Values.

By then the semi-pense is six-month conference in begun. Of course, Parker The Federation of Labour is important, but the wide the system lies on the fund

capitalist tradition.

'77 accelerated the rundown.

JOE WALDING ... MA of capitalist profits.

ference opening on May 17 by the end of the month chairs has been going a

by John Draper 1970s as they did in the other WERICA'S insatiable three countries. tite for beef might let New In five years American cattle herds rapidly increased nd escape from the counter by 20 million to 132 million. But in the following four years to The ups and downs in the beginning of 1979, the fall erican production are nickly followed in New realend with little long term No one reason stands out. Rising oil prices played a part. heln either for farmers or the So did the Russians. Huge quantitles of wheat American beef production is bought at rock bottom prices wn by 20 per cent and likely were shipped to Russia before o stay that way for the next

For New Zealand farmers, it should be a sizzling Eldorado as prices climb—or at least remain high—and America opens the gate on beef imports. of beef could be exported,

Meat exporters are confident another 50,000 tonnes worth, at current New York prices, at least \$150 million. But falling production makes it doubtful that New Zealand will be able to meet the increased quota it will almost certainly get next year.

Like the United States,

Australia and Canada, it too is

on the same beef cycle. Cattle

history". Latest reports show the massive slaughter easing and the American cattle herd

being sold back to America at

a handsome profit in the best The low kill has sent prices Japan's beef blockade has soaring. Manufacturing beef also been widely blamed as the has doubled in price in less cause. But local meat industry than a year and is expected to sources contend that the go even higher.

Japanese might have seen the crash and a flood of cheap beef coming and reacted quickly. farmers began killing stock at a high rate and prices tumbled.

stabilising at around 110

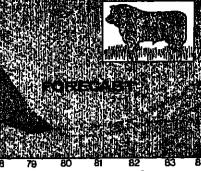
The total American kill for the first 90 days of 1979 was 1.75 million head smaller than for the same time a year

throughout 1979, will be liquidation of our national herd the same level as at January 1979," one market report says.

For beef farmers throughout

Australasia and America, it is a dilemma. To sell off stock is to sacrifice possible long-term gains for a short-term profit. A rapid build-up of

American herds, as in the Dry summers in 1975,'76 and so would mean a big drop in the numbers slaughtered, Industry experts in America are billing the fall as "the sending prices way beyond largest cattle liquidation in our what the consumer will pay.



USA BEEF CYCLE (Figures in Millions Head)

sagging farmer confidence are States market, which takes 85 also factors likely to prevent a per cent of our beef exports. In the early 1970s, beef was are thought to be our main export

Already indications that American hope as wool and lamb beef-eating tastes are

roast beef and sirloin steak have made them food for the rich, while the rest of America is turning in favour of cheaper chopped, ground beef.

Pork consumption are gaining at the expense of beef. New Zealand's beef cycle is

faltered, and the European Economic Community High prices for traditional clamped down on dairy a better long-term proposition firm. Sheep farmers have also

and chicken fared better from fluctuating world prices than other And despite high beef prices and good medium term

prospects, New Zealand farmers who moved to beef are now turning back to sheep. Borthwicks livestock manager Alec Watson, who is forecasting high American beef prices up to the mid 1980s. is against inducing New sheep back into beef.

"The obvious course is not to interfere in any way with the sheep industry but to try and develop manufacturing beef based on surplus dairy cattle,"

And he sees little future in building up prime beef herds. build up his herd, producing a boom-bust cycle.

Watson points out that one million bobby calves are slaughtered every year yielding only 10,000 tonnes of yeal.

"By keeping 400,000 for the next few years we could produce an extra 50,000 tonnes of manufacturing beef very

And there are already signs of it happening. Bobby calves, the four-day-old waste product of the dairy farm, are now fetching up to \$30 each as opposed to next to nothing a

High grain prices and closely geared to the United sold as weaners. Fewer than inımediate \$10 subsidy.

The current minimum price is \$60 but at recent auctions top weaners were fetching \$200. Export veal prices are also dragging up bobby calf prices to the \$30 mark.

The Meat Board is optimistic the high weaner prices will be enough to encourage dairy farmers to raise this year's crop of bobby Weaner calf sales may need to be organised modelled on the

Waikato sales at Frankton. This year New Zealand's beef quota to the United States has been increased by 360,000 tonnes to 1.54 million tonnes, where it is also expected to remain for 1980.

Meat industry sources expect this level to be New Zealand's minimum quota when counter cyclical legislation is passed by Congress later this year.

An extra quota resulting from the failure of other countries to fulfill their quotas is likely later this year.

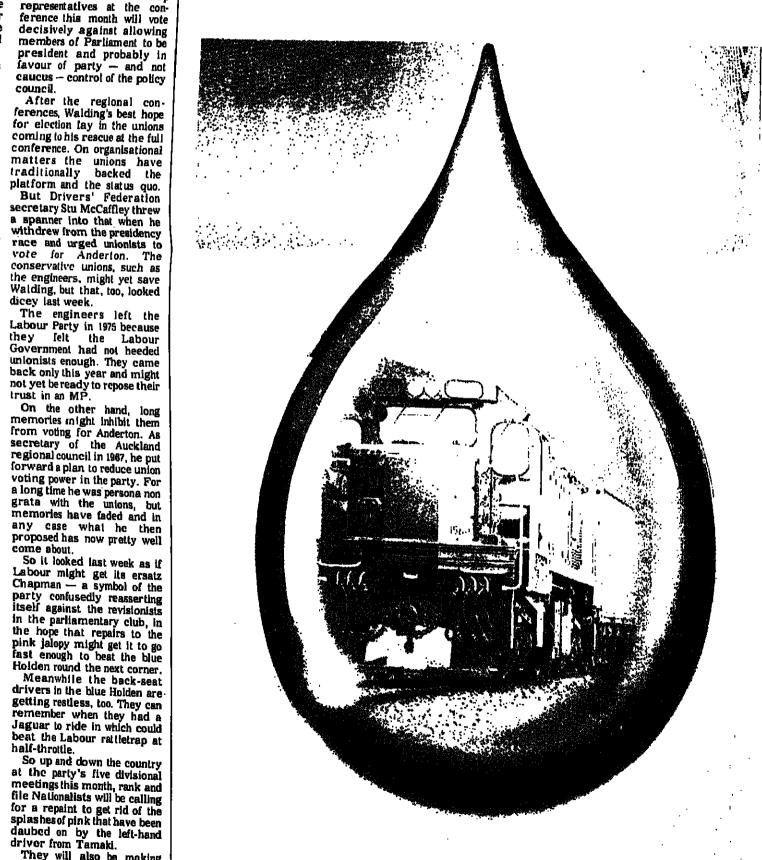
Though the Meat Board has kept regular customers like Singapore supplied with prime restaurant trade, other buyers have been turned away.

Syria and the South Koreans are among those who have left empty-handed or taken less than they sought.

Next year New Zealand's beef production is expected to decline again and our Canadian and American quotas are likely to be

But with a quick move into manufacturing beef based on bobby calves, production could recover by 1981.

At home, traditional meat-eating habits are likely to be modified by the high prices not The 1976 budget introduced a only for beef but firming minimum floor price export prices for lamb and guarantee for bobby calves mutton.



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Thank you. We will be in touch with you directly.

EDITORIAL

IF Ministerial rhetoric is any indication, the country's welfare policies are bound to undergo a fundamental

overhaul.

Health Minister Gair delivered three speeches last week in which he reiterated warnings he has sounded earlier, that we can't afford our present level of spending on public welfare. The need to curb health spending had been apparent for several years, but till now the social services generally hadescaped fairly lightly in cost-cutting exercises, he told a pharmaceutical conference. And so he was anxious to cut

He told the New Zealand Medical Association that spending on social services had been growing faster than the growth in the rest of the economy, and he warned the Government could only shoulder so much in providing for people's welfare. "Put bluntly, we cannot expect to carry an eight-cylinder social service system on a four-cylinder economic base," said Gair. He had a similar message for the Intellectually Handicapped

He wasn't the only Minister on the welfare bandwagon. Tourist Minister Cooper told a gathering in Rotorus that for almost 45 years, New Zealand had legislated increasingly to provide new programmes of Government services to it citizens, but the problem now was that we had created not only an expectation but a demand — "an as of right insistence that the Government will provide". Economic reality now required that "New Zealanders must be weaned off their avaricious appetites for health, education and welfare programmes"

Clearly, the public is being conditioned for some drastic changes in the welfare area.

But Cooper also waved the banner of private enterprise, He knew he was with people "who share my own and the Government's dedication to a strong vigorous system of private onterprise," he declared. The Government had showed firmly where it stood when the caucus rejected a proposal for state sector courier services, he said. The scheme would have developed a Post Office service as competition to those businesses already established.

There are cleur implications for the civil service. inevitably, staff numbers must be reduced in accord with reductions in size and scope of state spending. But departmental staff have already shown an unhealthy disregard for political decisions..

The Post Office Association protested at the courier decision by stopping the special treatment . that private couriers had been given in the past in a move designed to force withdrawal of private companies' opposition to the Post Office proposals. If the present action isn't enough, further moves will be taken by the association's national executive this week. Similarly, proposed changes to train services throughout the country are expected to provide industrial confrontation. Unions say Silver Star conversion is not in the national interest, specially in oil crisis. Thus they have vowed not to allow the Silver Star into workshops to have seats fitted.

All of this raises serious questions. In theory, the public official's responsibility is to assist any constitutionally elected Government in every way possible to carry out legitimate Government directives. He is expected to do this in a spirit of sympathy with the policy, whatever his personal views. In brief, he is essentially a servant of the people.

Same Land

It is the Minister, not the public servant, who represents the popular will and it is his prorogative to interpret the wishes of the public in matters of policy. The department is the in-strument of the Minister; it helps him shape policy and execute it. The responsibility for policy — subject to the over-riding authority of Cabinet and Parliament — is the

By abandoning these principles the state unions show that cherished notions of ministerial responsibility are obsolete. But those who spend public money should be responsive to the public will and accountable to the public for their decisions if democracy is to have any meaning. Government, civil servants and the public generally should now be anxious to devise more effective constitutional devices to ensure that this accountability and responsiveness is provided.

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not the rallying cry it used to be for workers and in New Zealand workers do not march down the streets on May Day

two years the Federation of Labour has opened its to throw people off the socialist scent, its remit paper for this week's conference announces on its front page that the conference will commence on Thursday, May I.

SPECULATION that the Government might release all or part of South Pacific Celevision to NZ News Ltd (the Auckland Star, Christchurch Star and Vidcom) should have had a couple of ladies gurgling

One, Thea Muldoon, holds 200 shares in NZ News, Mrs George Chapman holds 1331. Share prices would probably respond nicely for them if their husbands decided that SPTV was to be the first state body to be released to private

A slap on the wrist for those naughty TV newsmen and Here's hoping this correction current affairs people would not go amiss in Muldoon's book puts a halt to any lobbying they udging from his recent an invite to the next bout of ournalistic efforts in Truth. Nafta haggling. And it would show that

Muldoon is really getting stuck in and doing something about this private enterprise business — as well as diverting the right wing's gaze from those state bodies that could do with a bit of private enterprise expertise like Petrocorp, the Government Tourist Bureau, Commission, or the Ministry of

JUST to set the record flourishing, incidentally straight, the Australian pea processor Petersville Ltd was tardiness in the mail-delivery not privileged enough to sit in business).
on the Nafta ministerial talks
Our adv the other day. Thus it was not what might have been in the "sitting on both sides of the courier business and get down Nafta negotiations table last to providing a service where week'', as we reported on April you have a monopoly.

We note, for example, a But the Australians did sit on refusal by the Post Office to breakout. That is, the adboth sides of the table at the supply coin-changing vertiser would no longer be a monopoly, yet make

BROCKIE'S VIEW

Le dynamo.

deprived taxpayer endures a lifetime

endures of sacrifice to shuse

An average

by the promise of a

hedonistic

old age..

pea and bean conference machines at Auckland which set the quotas for trans- International Airport. Visitors Tasman trading in frozen to the airport complain about peas. The quota guidelines the lack of 2c coins for were agreed to last November telephones, specially at by the Australia and New weekends, we hear. Zealand Pea and Bean Panel,

table for those negotiations

and an Australian represen-

known that the error wasn't

wounds after the Government

thumped its stamp of

state enterprise into

competition with private

tative on the other side.

WITHOUT WORD OF A LIE

But the Post Office has told which comprised growers and the airport committee it processors from both countries cannot provide the machines, and Government represen- specially with the present economic restraints. Petersville had a man

Indeed. And the poor old PO representing its New Zeland made a profit of a pathetic \$50 erests on one side of the million or so last year.

We have heard that -on the WELLINGTON'S morning strength of our error - some newspaper, The Dominton, is companies consider that if the Nafta Ministerial talks table is good enough for Petersville, journalistic scuttlebut. it's good enough for them too. Newly installed editor Ted Frost is advocating the change, we hear.

The Dom experimented with may have launched, to secure the tabloid format (the same as that of Truth and the Sun-PS: And reporter Warren day Times) a decade ago, but Berryman would like it made switched back to broadsheet modelled on Rupert Murdoch's The Australian. Sales dropped, particularly among the Hutt Valley and Porirua Basin commuters, after the change THE Post Office is licking its to the bigger size.

Dominion sub-editors have been told they have a month to disapproval on plans to put the prepare to go tabloid again.

operators in the courier ousiness to business which is TELEVISION revealed some of its plans for restructuring Government too." because of Post Office advertising selling at the 4A's conference at Waitangi Our advice: stop lamenting

A formal announcement is expected in about six weeks. But the general feeling was that TV One would only be offering network media buys with a possible Auckland realities of life".

Le nouveau riche.... An average

fabulously well-to-do geriatric

The NZ. NATIONAL SUIER. SCHEME IN ACTION

making her fourth trip around the world. Her fortune is willed to the old dogs' home. She is unaware that her

with an ad for one fine graces off its own frightening with an ad for one fine graces off its own frightening with an ad for one fine graces off its own frightening the ad for April grace. They are overloaded only to advertise a differ with staff, ignore their film to that particular may ostomers and now want more SPTV would probably grace money to do it. In my only regional ads in that own opinion, any private As for programming, it organisation could make a pushing toward of the profit and dispense with plementary viewing. The licence fees as well. But that is designed to avail when one example of many

pages

So what was it that Alless

going to say before the

greed of "a few vitatime:

was lowering the standard?

all New Zealanders # :

trustrating to people. #

there is a great feelige

disgrast and impatience vi

these unions And wah?

In the approved-for-him:

bureaucracy and "evaluated

socialist handous". Bohvet

Le nouveau pool

An average

learns about

free enterprise,

protectionism.

socialism &

first hand

political. expediency at

deprived

eradicated.

homeland is bleeding

to death...

More Champagne!

change of heart.

designed to avoid a just one example of many programmes aiming at a services that we are carrying sume audience being ston; by taxation.

The same time.

Admen are all the same time to TV as Admen are calling the dropped all reference to TV as

concept slalom viewing the perfect example. Perhaps the way viewers will duck because it was the perfect dodge from channel to the sample of political crassness. Seeking programmes to the training of wrongly — because Allen's Government dismantled the competing system which Labour had established.

KEITH Allen, Parliameter So in describing "a monster Undersceretary to be Minister of Trade z demonstrating a curiously demonstrating a curiously demonstrating a curiously demonstrating and curiousl Industry, had some interest things to say to the English Reconditioners' Association of course, he was bang on conference in Taurangula with his belief that any private

Trouble was, he didn't profit and dispense with them. His speech notes to licence fees as well. It could do Sanitised some time been that by jamming in more their being distributed: commercials, showing nothing commercials, showing nothing Press Gallery journalists: but old movies or Packer the time of the species cricket, and operating out of delivery, and four ameria. Auckland to the audience in were hurses that region. After all, there's distributed to replace to profit in pushing through costly transmission lines to remote parts of the country when the immediate audience

First, he said the &# service which Allen is advocating? And does he therefore dissociate himself from his colleagues' costly efforts to push TV2 transmission lines through to parts of the country like Central Otago, the West Coast.

consumption version, those Whatever clse might be the been loo problems of broadcasting proposal

administration, that's where much of the money is gobbled

on TV Une.

The Auckland breit created by ourselves, would only allow an adverted inpelessly inefficient and say someone adverted feeling like all socialist cinema — to cover the one sayless off its own frightening with an ad for one the description of the des Or does his abandonment of references to TV show that Allen somewhat belatedly is beginning to appreciate that

> AS Air New Zealand battles to hold its share of the passenger traffic across the Pacific against newcomer Continental Airlines, three freight operators are taking off in the opposite direction.

Auckland-based Air Pegasus and Rural Aviation Ltd are looking no further than Australia with the racehorse charter market, while Christchurch-based Airag Freighters New Zealand Ltd. has more ambitious plans.

It wants to go worldwide. The rising volume of fresh produce for the oil-rich Persian Gulf is its first target. Initially all three operators will be chartering aircraft for their services, but Air Pegasus

City Council to extend the

main runway by 1200 metres at

laden Boeing 747 jumbo

approximately \$6 million

Air Pegasus is the local agent of American freight

operator TIA which serves

New Zealand on a charter

basis. Pan Am offers the only

regular all-freight service

from Auckland to Los Angeles

Transport Minister

McLachlan will consider all

three applications next month.

Two of jections have already

been lodged against Alrag's

Ministry of Transport.

and Chicago.

and Airag have long-term said a company ship had already called in Iran and "so ambitions to operate their far, so good". Another call was Airag is proposing to use Boeing 707's or DC8's but it has already asked Christchurch

made late last week. The two ships servicing the

Iran trade eases back into low gear by Rae Mazengarb THE effect on New Zealand

trade with Iran of Ayatoliah service. Khomeini's Islamic reforms The Dairy Board reports looks like just a hiccup after sales to Iran are now "on the go again" and had moved stocks from Turkey into Iran. A gradual sales build-up in the Iran, Chris Beeby, is expected last two weeks now puts sales Embassy this week and export

efforts are getting back into Before the unrest, the board Trade in dairy products is on was confident of achieving the 1979 \$20 million sales target, Iranian traders are beginning but says it is too soon to say if to make contact with woo these estimates will still be exporters again.

Given the return to stability. Both industries are more the Iranians are believed to optimistic about the future of have run their wool stocks trade in Iran, yet just a few weeks ago the outlook for some down, so there is little wonder Iranian traders have begun to \$40 million worth of wool and dairy sales looked gloomy. The key to the revival of make contact with wool exporters again.

But according to Bill Carter trade lies in the shipping of the Wool Buyers' services which resumed Association anyone who Blue Star Shipping line general manager, Bob White in the near future is deluding

ago", said Carter.

According to Carter, those companies who have reopened inquiries have been taking advantage of a bank guaranteeing facility in

The Blue Star Line is shipping only essential foodstuffs to Iran at present, and this amounted only to a "trickle" of business. It may be that Iranians will baulk at the new wool prices

they will be paying, once the former trading pattern The Iranian market is worth year's wool prices, but there has been a dramatic rise in

The future for an estimated resurgence of trade with Iran certain. The last consignment of meat to Iran was in October last year and there has been no

"I have no knowledge of any sales to Iran recently but I understand limited bookings "A high-powered delegation is arriving in New Zealand this

Middle East are now have been made for the week to see Ministers and scheduled back into a monthly shipment of wool which was to meat industry officials. The have been shipped some time members will visit freezing works, fish packing plants, sheep, cattle, dairy farms, schools, dairy factories, and

> Hosted by the NZ Meat Exporters Council cooperation with Trade and Industry, Foreign Affairs and the Meat Board, the Iranians are not strictly a trade

delegation. According to industry spokesmen they will also look at our education, transportation and fishing systems but they will look closely at primary production, and specifically our export killing

they ask us for a specific order wool prices over the past four and give us specifications, we don't know", commented one

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reinvested in the main in the areas shown in the graph. Impressive as these figures are, it's the real contribution to the economic and social advancement of our country that's important. And we're all involved, aren't we!

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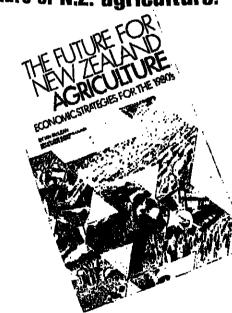
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Clear concise ideas about the future of N.Z. agriculture.



one of the most important research papers ever released on New Zealand agriculture," that's how Harry Broad, editor of Straight Furrow describes The Future for New Zealand Agriculture.

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The Future for New Zealand Agriculture, published by Fourth Estate Books on behalf of the N.Z. Planning Council.

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Bottle-washing machines

cost about \$120,000 and each

bottle washed takes over two

litres of hot water, leading to

thermal loss when the hot

water is dumped. Thus the

filling costs for cartons were

one third of that for reusable

bottles, the report concluded

Homing in on currently

bottles had only a 37 per cent

Australians and Americans

have? And will it boost milk

Worldwide flak smashes at glass bottlemaker State plays political football with milk cartons

GLASS bottle manufacturers are under attack world wide. anti-litter environmentalists and from competing plastic and cardboard containers.

Environmental lobbies, both here and in the United States. are pushing for a high deposit on beverage bottles to keep them off the parks and

Thus they favour glass over lisposable alternatives. But this favour is a two-edged sword. Their insistence on returnable containers restricts the glass manufacturer's option to produce cheap oneway glass bottles in competition with plastic, tins and cardboard containers.

The returnable bottle is more expensive to produce than the one-way bottle

bottles versus the lower rate of and hurl the empties from and then some. return on high deposit soft speeding cars at highway

markers: the American milk The traditional wine, soft bottle has gone the way of the bottle market here. But these drink, or milk bottle is dodo, as has door-to-door milk expensive, heavy and of a delivery, to be replaced by and their high cost promises to space-wasting shape. Cost- milk in pint, quart, half gallon conscious manufacturers are and gallon cardboard shunning glass in favour of containers from plastic — cheap and ultra light supermarket. Even the face of Coke introduced its big nonweight. and cardboard the wine shop has changed returnable bottle that future cartons, which while heavier from the varied display of forays into cheap one way than plastic are lighter than multi-shaped and shaded glass bottles are unlikely. glass and shaped for optimum bottles to gallon bag in a box density packing and display cardboard wine containers, lobby seems to have found

have also laid a costly toll on industry is fighting back. Industry where it appears a the New Zealand Milk Board,

storing returns refuse to sell potential they offer. soft drink bottle. returnable bottled beverages. Which all explains why New Zealand's glass bottle Even the high deposit means Frenchmen are now drinking monopoly, AHI's New Zealand the deciding factor. high rate of returns argument their vin ordinaire from Glass Manufacturers breaks down when one plastic bottles and milk from Company, is facing the same considers the high rate of plastic sachets; Americans problems faced by glass return for low deposit milk swill beer from aluminium tins manufacturers overseas --

Beverage tins have made some inroads into the glass tins are also produced by AHI. restrict their use. The environmental lobby the kicked up such a fuss when

Besides, the environmental The American glass receptive ears at Trade and

And many retailers who can't be bothered handling and highly flexible packaging And then there is the two-litre shaping up on the wine and Trade and Industry is ace card by control import licences is milk markets. Government, and not market forces, will be

There are four contenders in the milk container stakes - environment UER Industries, for Trade and ladash Rosebank Plastics, and the accompanying story

Rosebank approached at study in favour of the least one of Auckland's milk milk bottle covering corporations with the idea of use, litter contol, selling milk in polycarbonate advantages, and the at offices.
UEB and AHI are locked in a vendor should care

lobbying battle in Wellington cartons be introduced over the question whether the Roy O'Shanassy, na New Zealand retailer and manager of AHI's consumer should have access subsidiary, said: "It is to milk — or at least flavoured place to intersect milk - in cardboard cartons. Government or milk inter Parties largely ignored in these rarified negotiations are

the Milk Promotion Council, submit certain informates have to assist them was decision making in regul this particular issue. Details of this informs

can't be made availables unless those people for r it was prepared gire t permission," he said A H I had apparently me revealed its report to (2) this country's most count parties, for the Auth manager of the Mill But

was not aware such any: had been written. But it is understoods Milk Board's office at capital has been notifed Kennedy said that soles he knew, the Milk Books no objections to milk cate so long as the consumer. given a choice betweento and cartoned milk ad

home delivery market?

restricted throughput 95%

only flavoured milk three

retailers would push of

Australian price for cares

The also estimated that [1]

would have to charge met

its 1 litre carton in this

market than the 3.8 cent f

600 ml carton charge

The Dairy Board is alar

the act with a \$1 million to

In Takanini, Auklan package UHT Louis flavoured milk in Sweet

Tetra-Pac cartons.
The Dairy Board des

based on the export potents for this product but they be

flavoured milk in New Zeals

at prices ranging from sice

for a 250 ml carbon to 60 ta

to market some

Flavoured milk i

Some milk ver

already expressed an initial already expressed an initial in distributing this URI for the Dairy Board for the Dairy Board for the Josing their jobs, basing fear on Australian experience are deplications are deplications.

where cartons are de-

the bottle.

The whole

concept, as import Australia was inte

create a new mark flavoured milk as a fin

to be sold to the young to be sold to the young such, milk would find its into fast food bars.

(Continued on page

according to the Milk

therefore it is not unde jurisdiction of the Milk

for 500 ml.

container price, ... would be at least double

ostimated.

Australia.

extra costs for carload: was recovered from The Milk Propotion Coul which is funded by the U spokesman frautistopsid he was peevedatEBland 'xopliers of the bag in a box

The Milk Promotion Conn Australia. The major parameter contributing to both the differential between our wine was not in favour of the curdboard cartons, this sace Milk sales here were hed on home delivery. If Ex-cartons did not break into

Wine is taxed with a 20 per

A new wine bottle costs the vinter 20 cents; add 7 cents for the cork, 11/2 cents for the seal, ½ cent for the label and the container cost comes to 29 cents a bottle, or \$1.30 a gallon.

But four one gallon bag in a box containers fit into the

These initial savings expand as the wine goes on its way through the distribution chain

cent markup on the price of the wine, container and freight to his door. Government takes its

All in all these markups add %5 cents to the dollars worth of wine provided by the vintier.

Wine bottles are reusable while the containers are not while the containers are not giving the bottle an environmental appeal. On average wine bottles make about 20 trips in their life. Thus they are taxed by Comparent they are taxed by Government 20 times while their contents drunk drunk taxed but once before

by Warren Berryman containers are looking like political footballs BOOSTING milk sales with

flavoured milk in brightly coloured cartons might seem a market wants or is willing to success of UEB's pure-pac ploy. One might think it flavoured milk and fruit juice required no more than some initial market research. cartons. Rather, it is what the Department of Trade and costings, a substantial risk of Industry will allow. your own capital, and then market forces would decide if The latest bureaucratic

hurdle put in UEB's path, was a request for an environmental impact report from Trade and Industry. UEB complied in January with a report which compare lls proposed cartons with glass and plastic milk bottles. The

The major points in favour of the glass milk bottle, which life of a milk bottle can be up to are said to have impressed 100 fillings, this reuse is

environmental lobby, are that comparative parameters were glass is resaleable, refillable, imported content, pollution, and recyclable. The deposit energy input in container paid on glass bottles keeps manufacture, filling and them off the rubbish tips,

MARKETPLACE

parks and roadsides.

...in navigational aids.

thought to save money.

But the UEB report claims Even if the glass bottle was

refillings, cardboard cartons and plastic bottles have a weight advantage.

The report compared the container weight-milk weight ratio in three identical standard milk crates.

This comparison had a builtin bias in favour of the carton. Because the cartons are square in cross section, they flt the square holes in the crate where round plastic or glass bottles leave wasted space. Thus the comparison was between 20-1 litre cartons and in equal number of glass and plastic bottles containing only 600 ml of milk each.

percentage of milk per crate was 86 per cent for cartoned bottles, and 54 per cent for

Worked out on an individual container basis, the glass weight was 63.3 per cent of the total weight of a full bottle of milk. For the cardboard carton and plastic bottle these percentages were 4 per cent

and 2.5 per cent respectively This weight and container shape advantage, UEB's saving in transport costs.

But this still leaves UEB comparing a reusable bottle

with an expendable carton. Here the company attacked

content, cartons were made of to be returned, which led to 93 per cent local renewable All of which still begs the question: will New Zealanders take to cartoned milk as the

replacing the curvey Coke gentleman's understanding the retailers, the Marketeers welcome these bottle with a short dumpy — a has been reached with AHI. corporations. The secrets of a successium Australian business tillo.

by Peter Nelson New Zealand Sales Manager - TAA.



One of the most important things you can do for the firm you represent on a business trip, is to present a confident, successful image of yourself. Your ability as a businessman, and therefore that of the company you represent, is so often judged by your ability to organise yourself. And the time when you need to be most organised - when you're making new and important business contacts — is the time when you're in a strange country, away from your usual office facilities and services.

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supermarkets which now refuse milk because they don't ant the hassle of bottle But opponents of the carton

(Continued from page 6)

you were a winner or a loser.

But that is not the case in

New Zealand, where milk

fear this country will follow the path set by the United States, where bottled milk and milk deliveries gave way to spermarket sale of milk is

For both UEB's Pure-Pac and the Dairy Board Tetrapestion of licence fees or oyalties to be paid to the overseas owners of these

The wine front presents a more complex picture. Australian wine drinkers can carton of wine for as little as \$3. The New Zealander can buy the same quantity of wing in a similar bag in a box for as little as \$10 - or from \$3 to \$5 cheaper than the same quantity of wine in 6-750 ml

Bottles still hold the top end of the market and should retain their position so long as the wine buff resists the urge to plonk down a cardboard carlon on the table cloth next to

cartons here are AHI and consulting the mounty and UEB. Vinters pay about \$1.25 concentrating all its eliate er carton here versus 75 cents

> prices and the Australlans' and the bag in the box price ersus the bottled wine price is the method by which our wine

cent sales tax on the wholosule price. Thus the tax is levied on the wine, the container, cork, label, seal, handling, markup and freight.

A one gallon bag in a box container costs about \$1.25. the container saving is only

same sized crate as one dozen bottles holding only one half the quantity of wine. Thus using the containers.

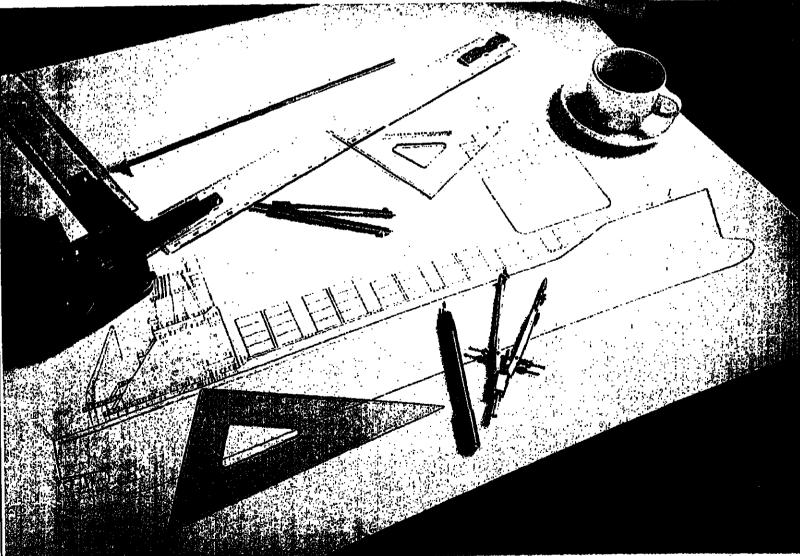
to the tax man. The merchant gets a 171/2 per

20 per cent after this markup.
Then there is the 40 per cent retailers markup before the



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Analysing annual accounts by Peter V O'Brien GROWING awareness among company directors that annual aports are perused by several sports for omitted from the main report so shareholders. One body opinion would claim that companies can "simplify" the

NZ loses a city-load of workers each year

but all the Government can do is refer to a reduction in

housing demand.
The latest figures from the Department of Statistics show that there was a net migration loss of 35,084 in the 11 months to February, 1979.

The "actively engaged" in that total was 24,508, which is disastrous for this country's the population of a city. Their

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joined by the CS/20, an

which accommodates up to

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ment information on demand.

We began with the intro-

puters can answer your

emphasises that the problem

is growing. occupation
The Department's figures our future. include a breakdown of the net loss by occupational groupings, as shown in the

The figures are potentially future. While it is true that

by Peter V O'Brien

NET migration from New Zealand in the last three years has been about 75,000 people.

In spite of protests that we professional people, return from the war. Today the relevant age group, which adways looking for "overseas administrators (including would now be the 50s, sees a experience", the increase in several in the clerical shortage of top executive or numbers in recent years classification who could be directorial people (discussed expected to move up the in NBR last year).
occupation ladder) will affect In the next 10

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tem and the CS/60, a higher

with up to seventeen clus-

tered or dispersed terminals.

and fully capable of expand-

ing right along with your

company. They all use the

same Interactive COBOL

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is a group of experienced

to assist you.

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ment in software is pro-

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capacity business system

An example can be drawn War II. As a result of those casualties, there was a shortage of middle management in the early and mid 1960s, and companies

In the next 10 years the problem will repeat itself, but

from our experience in World Last week coincided with Anzac Day, when there were that the country lost the "cream of its youth". Today the population of a city. Their tuture. While it is true that 10,576 dependants (or many people who emigrated dependants plus those who have retired) raises the unemployment numbers if permanent outflow to a they had remained in New sizeable secondary city.

The population of a city. Their tuture. While it is true that mild 1960s, and companies the current cream is also reacted by appointing managers in their 20s. Those positions would normally have been filled by people in their sizeable secondary city.

The population of a city. Their tuture. While it is true that mild 1960s, and companies the current cream is also reacted by appointing managers in their 20s. Those positions would normally have been filled by people in their sizeable secondary city.

The current cream is also reacted by appointing managers in their 20s. Those positions would normally have secondary city.

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present outflow cannot be opportunities from the friends or relations. Other present outflow cannot be the impact on the economy and the country is solid.

activity for others. Whether the "others" are one, two or three, depends on the industry or service activity. The result is a shortage of skilled workers (not necessarily surprising given the relevant murgins between skilled and unskilled in New Zealand and other countries, particularly Australia), white there is an unemployment problem among the semi-skilled or

Secondly, the outflow means an average loss of earning power greater than the level of those left behind. That may have some "desirable" influence on the level of That cannot be dismissed a demand in the economy, in the short-term, but it also means that the downhill trend is leave involves radical charge accelerating and will be to established living patters. harder to reverse in those pulling up roots, and accepts, happy days (somewhere in the the problems of becoming

The third effect is the takes a tough and imaginally ntangible psychological mind to make the decision influence on those who remain. We cannot afford the loss of Some will react by joining the magmation.

will be left with a sense of frustration, and the knowledge First, every skilled worker that their living standards or professional generates dropping in internation

But how do our "leaders" whether in the mansion of Parliament Hill or in the bureaucracy react to the Basically with a creeping paralysis, blasts a the inhabitants of "editor chairs, ivory towers or mate palaces", references lo reduction in housing denual or claims that the outflow's only youth seeking experience

The last claim is a talky as is seen by the 1976 phenomenon of people in the departing for other place youth having a fling" late environment. Consequently A

when we return to settled in a strange

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The trend began a few years when Challenge Corporation presented a

inclusion of special reports for the staff. Several of these efforts were grotosque, concentrating as they did on cartoons, comic strips, and corporation produced and format lurid graphics. Some staff

the benefit of shareholders. many of whom lack detailed knowledge of company accounts and administration.

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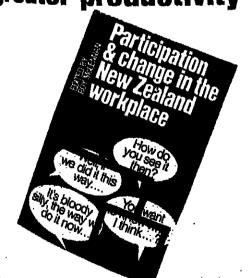
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in a highly readable introduction, McLennan explains how participation and change, or 'Organization Develop-ment', works in theory ... then three New Zealand plot studies show what happens in practice as well.

Participation & Change in the New Zealand Workplace, Published by Fourth Estate Books. Only \$4.95 st all sood bookshops, or direct from Fourth Estate Books. O Box 9344, Wellington, (See Fourth Estate Subscription Service

what struck her eye and her camera. The result was an unusual assessment of industrial processes from the

The report to staff has a potential danger in that, viewpoint of a person skilled in without care, it can be the intricacies of form and patronising to the workforce, design.

Colyer Watson's approach But there is a place for "special" reports. The United was an extension of the 1977 Fletcher Holdings report, States company, when the internationally regarded New Zealand

and special machinery). photographer Brian Brake publishes a report for "little produced several top quality people", directed at the photographs, illustrating the children of staff, shareholders and other readers, who may wish to know about Daddy's industrial processes. nterests or work. In that context there is a place for comic strips and the other and horticultural supply imaginative products of the group, Arthur Yates & Co Ltd, American public relations and has gone further, and included a "from the Shareholders" advertising industries. Even then the production needs to be Point of View" section in the sophisticated because the little 1979 annual report. darlings are among the first to

New Zealand companies are continuing their attempts to the company and its business.

of a news magazine, including "interviews" with the executives responsible for specific areas of the group's activities.

The next stage was the inclusion of special reports for the banefit of special reports of the specific areas of the group's activities.

The next stage was the inclusion of special reports for the banefit of special reports of the specific areas of the group's adopted the curious procedure of including based primary products to rmed 'ordinary' shareholders, as it included watson, has an interesting to shareholders. One body of example in its first report as a popular could hardly be termed 'ordinary' shareholders, as it included years to shareholders. One body of example in its first report as a popular could hardly be termed 'ordinary' shareholders, as it included years to shareholders. One body of example in its first report as a popular could hardly be termed 'ordinary' shareholders, as it included years to shareholders. One body of example in its first report as a popular could hardly be termed 'ordinary' shareholders, as it included years to shareholders. One body of example in its first report as a popular report for the based primary products the rmed 'ordinary' shareholders, as it included years to shareholders. One body of example in its first report as a popular report for the based primary products the rmed 'ordinary' shareholders, as it included years to shareholders. One body of example in its first report as a popular report for the based primary products the rmed 'ordinary' shareholders, as it included years to shareholders. One body of example in its first report as a popular report for the based primary products the rmed 'ordinary' shareholders, as it included years to shareholders. One body of example in its first report as a popular report for the based primary products. companies can "simplify" the annual report for the benefit of stalent to the formal report for the benefit of photograph the company's former staffer at the Institute of the In activities, and to comment on of Economic Research; Suzanne Picot, Auckland City Councillor, and, apart from being described as

"housewife", a lady whose viewpoint of a person skilled in connections with the well known retail family and a background in journalism give her a good knowledge of business life; three other businessmen; and Richard Sibson, an ornithologist and retired schoolmaster.

The discussion needed people of this background in order to be meaningful, but it company's activities and is interesting to speculate on emphasising a sense of the after lunch conversation if strength, size, and beauty in seven names were taken at The Auckland agricultural shareholders' list.

Arthur Yates avoided a problem which occurs regularly when companies look for new ways of presenting the report (even to the extent of bordering on the "gimmick" approach).

Seven shareholders were Too many companies adopt invited to lunch, after which a new style report without there was a discussion about providing the information

novelty was additional to a

good report in other respects. The company explained fully what happened to down \$871,000 or 10.3 per cent; debtors up \$820,000 or 22.4 per 30 per cent; a massive 69 per cent fail in overdraft from \$2 million to \$790,000; and a cut in holding on behalf of short term denositors).

The inclusion of details or sales, cost of sales, and other costs, added to the textual statement of the group's business, and graphs movements in important areas of financial data.

The only quibble is a failure include the value of export tax incentives. Tax was up from \$49,000 to \$217,000 on pre (\$1,096,455 in 1977). Yates does breakdown of those benefits would add to the report. Other include this information. although the number is

How much does laundry cost your business?

Even if it's only \$1,000 per year, OPL can save you at least 35%! Think about it.



66 It's time someone out back your laundry costs! That's why we developed the costs are being reduced to an "outside" laundries. 🗨

lan Moses

It's certainly time to question your laundry blill The OPL "on premise" laundry system helps almost every company to operate more profitably.

For instance, recently the OPL system saved one company \$27,000 by reducing its annual laundry bill by 50%! A smaller company produced a 38% saying with the OPL system. Whatever

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the size of your business, chances are an OPL system will save you big money, too.

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The universal use of cotton/polyester fabrics today eliminates the need to iron bed linen or work garments. It is simply a matter of folding laundry Items after the drying cycle to ensure a wrinkle-free finish.

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To take advantage of the NBR subscri

Disneyland lures tourist revenue from NZ

industry is going through a dull period. There is virtually to New Zealand for a holiday, and have chosen North and paradoxically, assist the low base in comparison with last of period. There is virtually to New Zealand for a holiday, and paradoxically, assist the low base in comparison with last of period. There is virtually to New Zealand for a holiday, and paradoxically, assist the low base in comparison with last of period. There is virtually to New Zealand for a holiday, and paradoxically, assist the low base in comparison with last of period. There is virtually to New Zealand for a holiday, and paradoxically, assist the low base in comparison with last of period. There is virtually to New Zealand for a holiday, and paradoxically assist the low base in comparison with last of period. There is virtually to New Zealand for a holiday, and period industry by Australia. The problem will be seen to represent the last year may indirectly. Japanese visitors, even from a last to be put into personal transfer to the last year may indirectly. Japanese visitors, even from a last to be put into personal transfer to the last year may indirectly. Japanese visitors, even from a last to be put into personal transfer to the last year may indirectly. Japanese visitors, even from a last to be put into personal transfer to the last year may indirectly. Japanese visitors, even from a last to be put into personal transfer to the last year may indirectly. Japanese visitors, even from a last to be put into personal transfer to the last year may indirectly. Japanese visitors, even from a last to be put into personal transfer to the last year may indirectly. Japanese visitors, even from a last to be put into personal transfer to the last year may indirectly. Japanese visitors, even from a last to be put into personal transfer to the last year may indirectly. Japanese visitors, even from a last to be put into personal transfer to the last year may indirectly. Japanese visitors, even from a last year may indirectly.

Department published figures last week showing that the number of holiday makers in the year. There was a decline of 2.2 per cent in the number of Australian holiday makers in the year. visiting New Zealand in the holidaymakers in the year. year to February was only 4.2 The percentage fall comes per cent above the previous into perspective when it is year. Since the year to calculated as a numerical drop February coincides with the of 3001, and related to the total height of the season, the increase of only 9921 (n all numbers are unlikely to show tourists in the same period.

by Peter V O'Brien in the category "holiday or Auckland per courtesy of The slow growth rate in If there is a substantial rate in the category "holiday or Auckland per courtesy of The slow growth rate in If there is a substantial vacation". In the February PanAm were well stocked with tourists from all sources over increase in the number of industry is going through a dull period. There is virtually no growth either in the number of tourists coming here from a total of 246,109 in that of tourists coming here from Australians represented 54.4

Year 150,509 Australians Called May have chosen North America rather than New New Zealand industry by Australia, the problem will be aggravated until the new overseas on business of the compared with 38,100 https://doi.org/10.1001/j.j.com/second North and paradoxically, assist the low pase in compacison with the problem will be appropriately an interesting of the compacison with the problem will be appropriately assist the low pase in compacison with the problem will be appropriately assist the low pase in compacison with the problem will be appropriately assist the low pase in compacison with the problem will be appropriately assist the low pase in compacison with the problem will be appropriately assist the low pase in compacison with the problem will be appropriately assist the low pase in compacison with the problem will be appropriately assist the low pase in compacison with the problem will be appropriately assist the low pase in compacison with the problem will be appropriately assist the low pase in compacison with the problem will be appropriately assist the low pase in compacison with the problem will be appropriately assist the low pase in compacison with the problem will be appropriately assist the low pass and paradoxically, assist the low pass in the problem will be appropriately assist the low pass and paradoxically, assist the low pass in compacing with the problem will be appropriately assist the low pass and paradoxically, assist the low pass and paradoxically, assist the low pass and paradoxically assist the low pass and paradoxi The Tourist and Publicity compared with 58 per cent in

much improvement in the March year.

The attraction of the West Coast of North America and has been almost static for airfares, particularly to about a year, when taken on a California, while the transrunning annual basis each Tasman fare remained of 9.6 per cent. Japan now month.

The drop in the number of travellers from New Zealand Australians coming to New to the delights of Disneyland, Zealand is the main reason for the Golden Gate, Southern the limited growth in tourist California sweet living and numbers. Australia has other experiences. At the end traditionally provided more of January the flights from Los than 60 per cent of all visitors Angeles to Sydney through

Key indicators

		Current Period	Previous Year	Per cent Change
Consumers Price Index — all greaps base Dec 1674-1000	May 19	1198	1890	+10.60
EuBding Permits Insued	DEC 78	\$100,4m	\$84.0m	+30.60
Official Overseas Reserved	DEC 78 yr	\$1672.7m	\$1161.8m	-8.60
Registered Unemployed — inch.	PEU 79	\$174.8m	\$45.1m	+30.60
those on special work schemes	APR 78	\$8,783	\$3,056	+47.00
NZUC Share Price Index	18th April	\$80.65	813,18	+6.00
Reserve Bank Share Price Index	34th April	1415	kate	+8.00

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from other countries which offset the lower number of Australians.

While these countries operate from a lower base than Australia in relation to New the water.

Japan topped 10,000 tourists for the first time. The growth compared with 9608 in the year to February, 1978, an increase the large number of Pacific Easter. Islanders already living in
New Zealand, the close of that loss in subsequent days. proximity of the Islands to

position is logical.

But there was still a 2.1 per cent fall in Pacific Islands' tourists, although the number staying with "relatives or friends" (a senset

Zealand, and the growing base of permanently settled Few brokers expect

organisers, guides, or what recommend selective insome countries irreverently refer to as "cheerleaders". All these Notes have been sold. This announcement appears as a matter of record only.

New Zealanders who travel

destination.

Solution of solutions accommodation in the main existing facilities, are previous year. The horse was lower than in the main the main than the

Static tourist earnings category, but the built regularly to Auckland are well are another question, but are traveller spends more than a ware of the hotel problem in relevant to the country's total tourist, and the majority. that city during the tourist overseas earnings. New trying to increase expension season. Plans for increasing Zealand at present has a theory, at least the the number of available hotel substantial net loss on travel expenditure should rest Zealand holidays, they beds in Auckland have been expenditure. We spend longer term increases publicised, but overseas on travel more than overseas carnings to offset construction will take time. twice what we receive. This present outflow of funds

March year. Coast of North America and Asia are the main reasons for that foreign exchange receipts totalled \$163.5 million in the February year. That amount has been almost state for alreasy north and wall alreasy north and that foreign exchange receipts totalled \$163.5 million in the February year. That amount has been almost state for alreasy north and wall alreasy north and wall for the february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall for the february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall for the february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall for the february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall for the february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall february in the 1970 s. Last year (to February) 10,526 Japanese set out for New Zealand, alreasy north and wall february in the 1970 s. Last year (to February) 10,

THE Government's new incountry for the New Zealand effect of depressing the industry, after Australia, the sharemarket, with a sub-United States (40,313), and the stantial fall in share prices on Pacific Island (12,219). Given the first trading day after

Informed opinion, particularly New Zealand, and reasonable among the brokers, says that travel costs, that area's third prices are unlikely to show much improvement while the present interest rate structure siphons off money to fixed term investment. When the friends" (a separate category dividend yields on equities and the return from fixed term went up 20.9 per cent. Rising securities is added in, the immediate outlook is for a immediate outlook is for a

Islanders may account for the sharemarket to regain the structural shift. It is obviously trend which was apparent in cheaper to stay with relatives the month before the Governthan to spend money on ment came to the money Japan is set to overtake the markets. An Auckland firm Islands as a source of tourists says that the existing price this year, particularly if Japan showed "an exuberance level was unjustified and n New Zealand. The pattern belying the true state of the should follow that experienced economy and prospects in in other parts of the world. The general. In our opinion most of

Japanese lourists tends to the recent rises were unwalk in the path set by his justified. Despite the prospect pusinessmen, who move in and of an excellent company out of New Zealand in increasing numbers.

They also tend to travel in groups, some of which can be extraordinarily large by our standards, complete with vestment only"

(Strange how brokers are

HYESTOR INSIGHT

always recommending 'selective'' investment. Unless an investor has enough money to swamp the total sharemarket, or lacks udgment, all investment is

"selective") security issues, all three can

The Government says it is determined to keep inflation under control, to move in the monetary field to achieve that goal, and to keep credit exsion within a narrow band. The "high" interest rates are designed to move substantial sums to the public sector. If the Government can finance a sizeable part of its 1979-80 deficit early in the financial year its options in future public issues are more flexible. In addition, the flow of funds back to the public sector reduces the

only another variation monetary base, which in turn counter-cyclical lies. works through to credit expansion. Since the last is one of the factors leading to upward pressure on inflation in times the factors leading to upward pressure on inflation in times difficult in societies and difficult in s of nil growth in real terms, a people seek the ressurant being in step with their fellow reduction could assist the inflation figure, although the figures for the control of the cont figures for the next six months works on the rather coll should be higher than those ciple that the crowd always do the wrong t ded in the first quar the calendar year. A solid inflow of money to relation to the long term, having a short term effect

finance the deficit will leave the Government with less need to attract the same level of funds in future issues. Therefore it would be able to cut the interest rate, a point which has aiready been taken up in brokers' letters and other

Falling interest rates have the reverse technical effect on dividend yields in the sharemarket. The latter tend

The financing of the deficit from the private sector will, in the absence of other complicating influences, take pressure off price inflation. If both strategles work out, and if some imagination is shown in the budget, the recent action will create more confidence in equities.

In the period between

their object the sharemarks likely to remain unsating in the words of the broker, a drift lower on light turner It is a gamble to assume it the Government strategy of work this time, (given to singular lack of effections

in so many other official

vestors gambled the null

The down risk appears in

securities to go to inter

rates of, say, 14 per cent b

term) to 12 or 11 per cent

A decision to buy shares -

the present climate must k

tempered with the realisation

that the recovery tessame

the results already discusse

do accur) will be slow. The

Government affects the let

The philosophy outlined

up. Their "gamble" on the

introduction of the new rete

and an indication of whele

the strategies have achieve

But the market is perverse, and the coming weeks could offer good opportunities for those with strong heads and stomachs to take potentially profitable positions in equities While that comment may seem peculiar in the light of present interest rates, economic conditions, and the market's reaction to government

all investment, including interact to prove the point. can only rise when demand given price levels, and par with the cash for share f chases. If the amount of the in the community is reduced will take time to accome the funds necessary loper? market back on an upra is certainly not new list summed up in the adage to

in gloom, sell in boam", and

in the country (most l emigrated) could take a breath, buy shares, ant them for say six to nine against the next swing is market pendulum, discounting the available from other

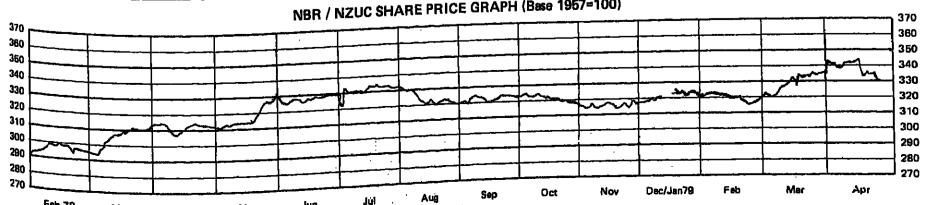
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WEEK ENDING APRIL 26, 1979

79 n Low	Last Sale	Week's High	Week's Low	Dividend ?	Reported	Dividend	P.F. Ranc	1979 High Low	ij	Week's High	Week's Law	Dividend *,	Reported	Vield	P.J. Rains
108 100 AIRWORK, SOC 1205 100 AJAW, SOC 105 00 AJAW, SOC 105 015 ALCAN, SOC 105 015 ALCAN, SOC 105 125 ALCAN, SOC 106 125 ALCAN, SOC 107 226 ALLIANCE, SOC 108 127 ALLIANCE, SOC 108 128 ALLIANCE, SOC 108 128 ALLIANCE, SOC 108 128 ARBOUR, PET., SOC 108 128 ARBOUR, SOC 108 128 ARBOUR, SOC 109 129 ARBOUR, SOC 109 129 ARBOUR, SOC 109 ARBOU		12.55.00450.1000.57.05450.0.05.909250.2051.702.00.55875302005805.0.027.052055.420555530235.0041007759.50242905805.0.0459.30245	53.08225.000.57.05700.7.85.805208.0051.502.00.55735302005555.0.827.05102.855.52.00043.227555550245.02007255320700.77.76.2777007420055555.0.2770074700727.77.17707470074700727.77.17727770747007777.77.17727777477.177277477.177277477.177277477.177277477.177277477.177277477.1772777477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.177277477.777277477.1772774	00500000000000000000000000000000000000	11000 2000 17100 2000 17100 2000 17100 4000 10	73070080543527571730044751484:1928045705017383:00002568143207207.5501404072007.74760.414285781085285785085045776581 5416585 585601068576813342077:9413131970871067769754835.355477.35614041876888.817.81741564.18.5776581	35010400742326176384019505440.0575550200.7502127125135.0012.227146604.331435360018.557603976257033.10248865809117096 3446464645352535355385346564455555531.9776543665535.0010.53436564.49856574456535555555555555664.4985655555555	## 1.7. RETHING ## 1.7. STEEL ## 1.7 ## 1.7. STEEL ## 1.7 ## 1.00		.0.0005090 .50.80586 .0509 .705 .755.5 .0563	10 -8 000 68 -3 0 0 70 0 55	00.00050.00500000000000000000000000000	6	97.00265.70339397135.1035937048246509805335.3521.44460.78.787874.767.767.767.767.767.757.767.757.767.758328063761048.65428.77.72480575857757.72480575857757.72480575857757.72480575857757.72480575857757.7248057585775757.72480577847.72480575857757.72480577847.7248057785775776776776776776776776776776776776776	\$3027761.09763087.1942020181514400531190.4352.7285.95.3098970484778538453976310753.72846004802903.5098970444555445054555.05.3520455574455546004802903.509897044455544555445054555.05.3509855572.352864545557442557442557442557442557444557574425574445575744455757444557574445574475574445575744455757444557574445575744457574445757444575744457574445757444575744457574445757444575744457574445757444757574445757444575744457574447574
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NEW ISSUE



MARCH 1979

\$6,000,000 14% UNSECURED NOTES

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Constitution ensures that whites retain power Muldoon lures public into tight money noose by Colin James house will outnumber white commission will also will be appointed by a board rights. Its members must be recommend the appointment comprising two service comeither retired high court when the scene is some for about the second service indees or Zimbabwean set for about the second service indees or Zimbabwean set for about the second second service indees or Zimbabwean set for about the second seco

country voted last week, is a device to ensure power Commonwealth Secretariat in

An analysis by the secretariat sent to NBR concludes that "virtually every lever of institutional power has been retained in white hands"

The analysis was made at request of the Commonwealth committee on outhern Africa, of which New Zealand is a member. It says the people at large

"arc hequeathed government bereft of the power to govern effectively

for sustaining a wholly anti- one The analysis notes that justice.

other

key service commission including appointments. Such the chairman, must have held appointments will be made by certain designated senior a network of white-controlled commissions and boards, five years. whose advice, the popularly. The judicial service elected president will be commission will also

constitutionally bound to take. recommend the appointment High court judges, who will of the commissioner of police, need to have at least 10 years who must have been as practising legal experience in assistant commissioner for Zimbabwe or South Africa, five years. He in turn advises will be appointed on the the president on all

white), the chairman of the commission will be chaired by "It is a corefully woven. public service commission the public service commission carefully contrived subterfuge (inevitably white initially) and chairman and at least half of person its other members must be an recommended by the chief assistant police commissioner legislation for possible or higher for five years. The judicial service Defence force commanders constitution's declaration of

entrenched provisions of the will control prosecutions public service head from

certain designated senior administration. Two of the service, police, defence and posts in the public service for maximum of four other parliamentary scrutiny posts.

And in an east proposition of the service and parliamentary scrutiny posts.

And in an east proposition of the service and parliamentary scrutiny posts.

service officer-holders.

appointed on the judicial and a legislature denuded of will be appointed on the different on an service commission advice opportunity to participate in well as most of entire and the auditor-general will be the decision making processes health and housing the appointed by the public of government and in the domination of the minoring to participate to well as most of entire appointed by the public of government and in the domination of the minoring to participate to well as most of entire appointed by the public of government and in the domination of the minoring to participate to participate to provide the decision making processes. public life of the country," the been constitutionally was among designated high public secretariat's analysis says

Even popularly elected even to outlaw distribute An upper house (Senate) ministers will be effectively in places of public as legal committee will scrutinise deprived of any real power shops, over the police and defence entertainment." forces by the powers reserved the white controlled commissions. Though

ministers may give "general directions of policy" to commanders, neither they nor the president have the powerto dismiss the commanders if they disobev. The secretariat says

continued entrenchment of white domination is ensured legislative or others for the future because a designed to redress the kop commission provided in the of more than a central constitution to review the sustained deprivation and composition of parliament at most assuredly founder or some time after to years would - very provisions which a have a white majority the expressed in terms the chief justice (or his nominee) prohibit discrimination is as chairman and two members ones which are carble elected by the white lower circumvented and readed nouse members out of a total

entrenched in the constite and the validity of all edga laws as preserved Decker as to what is discriminates terms of the constituted fall to the white-domical high court.

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secretariat says.

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of five members.

judges or Zimbabwean set for abolition of these Economics

entrenched provisions of the 170-clause constitution, giving the white members trepresenting 3 per cent of the population), an effective veto.

The entrenched provisions of the will control prosecutions independently and will be selected from those qualified to be high court judges who have also been in the attorney. The entrenched provisions cover all important aspects of the will control prosecutions independently and will be selected from those qualified to be high court judges who have also been in the attorney general's department for 10 years.

A defence forces service will continue in office who have been a colonel or group captain or higher for five years in the existing white regime themselves white will continue in office when the existing white regime themselves white will continue in office when the commission, chaired by the section last year. But would still hold the property has been craftily luring it years. public service commission force, the whites will also perpetuate escarful, though, he may find chairman, will be responsible effectively control all privilege and domining he has tightened things up too for day-to-day defence significant judicial, public health, edication and bus much and business confider

The judicial service have been colonel or group requirements will make it land compensation proint. Muldoon reduced income captain or higher for five years very difficult for blacks to the appointment of the appointment. And in any case appointment complicated and exect in the election-year budget, chosen for their ability and "It would be decades rather experience in administration. The ombudeman will be majority could be said to be to the could have been as listitute of Economic track." majority could be said to have more onerous," the mark Research expects that the heen afforded a real says. In matters of land Government's budget deficit opportunity to participate in well as those of education will be the largest ever in

The large fiscal injection "Nor is any attempt to from last year's budget was not only intended to influence wiers to re-elect Muldoon last year. It was also intended to stimulate business activity which has been generally depressed since Muldoon screwed the economy down

dut they won't be able to do

this for long because

nanufacturers, burned in 1977

when the economic downturn

As the Government continues to spend-it-up, the money supply also has been becreasing at a fast clip. The annual growth in private sector credit is currently over 21 per cent..Normally, easy fiscal and monetary conditions might lead to increased business investment. But any

> wants and may close early. Subscriptions to the loan may be as low as \$100, which makes the loan accessible to

like subscriptions to the offered for cash loan which are for a set Government loans. period, the savings stock can be redeemed by the holder at Government interest rates any time after July 13 subject to one month's notice. It is expected that the cash

chasing too few goods.

And if prices of locally produced goods go too high, the public will find the third option of buying imports from overseas even more attractive than usual. But this would result in an increase in our balance of payments current account deficit.

The most attractive terms ever were offered to the public has been largely nullified by in April. The public could subscribe to New Zealand Government Cash Loan (No 2) significant drawings on the 1979 which features a top rate of 13 per cent for a 5 year term. purposes, credit has been The loan also offers maturities reely available to members of of one year at 11 per cent per annum, three years at 12 per cent per annum and 10 years at 10 per cent per annum. Opened for public subscription on Monday, April 23, the loan will close on Friday, May 11. There are fears that the popularity of the loan will draw even more

THE ECONOMY

Obviously not happy with the potential effects of any of the above three options. Muldoon is seducing the public into taking a fourth option — to save. Muldoon has been taking back from the economy what he has been giving away as fast as possible by selling cash loans with attractive

impetus from these measures general business pessimism. Since firms have not made money supply for investment the consuming public. With extra cash to spend, but with product to buy, the public has four choices of what to do with its increased cash holdings.
First, the public could buy up existing stocks held by manufacturers and retailers.

lorced them to accumulate most.
And for those who cannot costly stocks, have lately preferred to run stocks below find the money to invest in the cash loan by May 15, the Secondly, the public can Government is offering

inflation with too much money

from 10.5 to 13.5 per cent. Terms of 10 years and more will pay a rate of 11.25 per cent compared with the present 10.5

interest and to spend less on goods and services.

expected to collect between competing

those still with

higher interest rates.

local authority loans at

The rate for a one year term

collected \$294 million for the maintain competitive margins to attract consumers away Government (see P V for local authority stock from the temptation of O'Brien NBR, April 24). Un- compared with the rates spending on imports. central

But another outcome of a rise in interest rates is that The extent of the increase in new investment will be delayed because the cost of announced over the quiet obtaining finance is pushed Easter period came as a above the anticipated profit surprise. One Immediate level (the rate of return) of an loan will be highly successful effect was a drop in investment project. This may in attracting money from the sharemarket trading activity be the last straw for firms public and will add \$200 to \$250 and announcement of higher struggling in an unfavourable million to the Government's interest rates announced by economic climate during the borrowing. The savings loan is those finance companies

last few years. These firms need assurance Government for the public's from the Government that its latest moves are part of an Now the level of all overall economic strategy. Government is also offering interest rates may rise. For example, the Government Economic theory suggests that could channel some of its funds as interest rates rise, there through the Development has been lifted from 9.5 per the community to accumulate cent to 11.5 per cent and the additional interest-bearing interest rates. These assurances have not been rate for 6 year terms is up financial assets, to hold less forthcoming.

> More importantly, Government moves may slow Given the current economic down overall economic probably expects to be able to in new investment may be the activity later.

another savings stock similar consistent with the offset the inflationary stimulus least of most businessmen's to the 1978 stock Issue which Government's intention to of its election year budget and worries.

The Government has made it clear that it intends to borrowing over the next year.

So, in a few months time the Government will injecting it as at present. At to the money supply will filter through tightening up private sector credit. The balance of payments deficit which also monetary base is likely to increase accentuating the tighter fiscal and credit

It would take more than a stiff upper lip to maintain business confidence under those conditions. What looks inflation now may be the noose per cent. Local authority situation, the Government activity so much that delays that strangles economic

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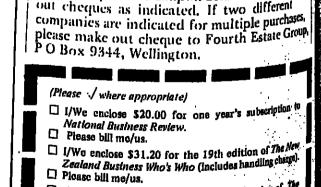
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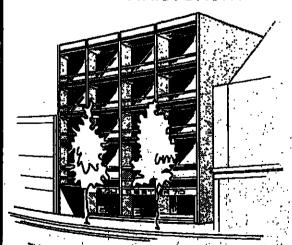
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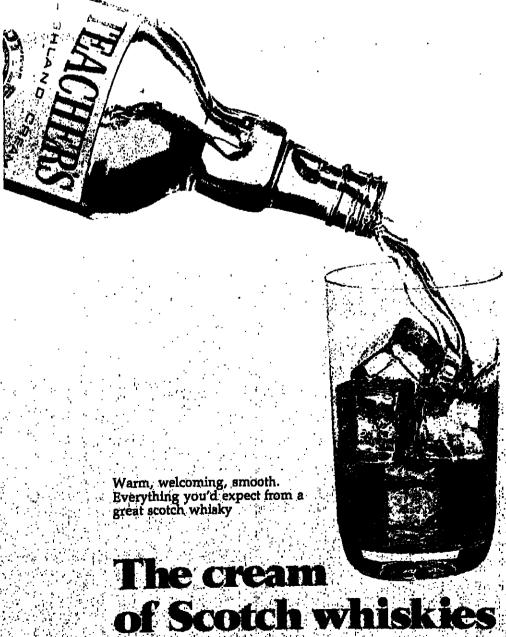
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TEACHER'S



INCREASING expression is being given to the idea that if Air New Zealand can't mix it with the big boys, it should get out of the international airline

Among the latest groups to demand that Air New Zealand compete or quit is the New Zealand Chambers of Com-

Previously, the view had been stated in these terms: "The Government is going to



CHARLES BERESFORD . . . avoid overseas dependence.

stage where we must ask ourselves whether we can CAN New Zealand afford to international operations in the the international operation. afford to maintain an international airline generating services to Europe in the face of competition which is likely

to get even tougher." That question was tackled by Air New Zealand's general manager of corporate services. Charles Beresford, at a Let us examine the company nedia forum the other day.

into the question of Air New Zealand's efficiency compared with that of other airlines -Qantas, British Airways, Pan American or Continental, for example, nor did it set out to claim for Air New Zealand some divine right to a share of the patronage on its routes.

But Beresford did illustrate hat there is more to the argument than merely hether Air New Zealand can remain airborne by charging competitive fares in the face of growing challenge from the recently free-enterprising

His arguments (with some editing) are published here . . .

operate its own international year which ended March 31, airline? The answer is best 1979, will be \$264,982 million. demonstrated by identifying the penalties to the nation is Air New Zealand were to cease international operations and

in proper perspective, Its contribution to the nation in terms of foreign earnings and tourism, the specialist skills it now contributes and the job opportunities it offers

would look at a balance sheet. consider the importance of the national independence which

Since the international arm of Air New Zealand came into being as TEAL in 1939, and began operations in 1940, profits have been achieved in all but four years. (See Chart

to March 31, 1978, was \$43,392 million. We estimate that the

Add to the international revenue figure the sum earned let foreign airlines have a full \$112,277, — and you have a better idea of the size of the today consists of eight DC10s, new company. By New three DCss, nine Boeing 737s. Zealand trading standards, and 16 Fokker Priendships. that kind of revenue cannot be

In the year ending March 31, Of greater importance for Air New Zealand spent \$115 New Zealand, in view of our million on salaries and wages

continuing balance of in New Zealand and many Let us look at it almost as we payments deficit, is the millions for local purchases established ability of this New ofor example \$3 million on food off-setting assets against Zealand-owned enterprise to alone) This expenditure, liabilities, and let us then earn foreign exchange from circulating in our society.

The staff total is 8700

Put these figures alongside

those which represent our total

assets and total shareholders'

mulative Operating Resul (NZ \$		lonal Branch	<u>'</u>
	Net Profit 219	Dividend Paid	
	111	120	

219	81
111	120
622	120
1,103	512
2.080	1.029
7,226	2,601
20,672	7,761
43,392	15,261
 mile have a	and a treatment of

have a substantial effect on the nation's economy.

to increase receipts and balance the books, tourism might be the fastest and most efficient course to follow.

Last year, world tourism carned \$50 billion and there is hardly a better way of earning transport will remain age export revenue than to invite industry, and through people to visit our shores. In years to 1983, passengent terms of money. Switzerland is expected to gow #? and Spain earn more from annual rate of 1 pr d fourism than from any other Freight traffic forecastic industry, Britain last year the IATA-scheduled aster carned no less than 2200 scheduled carriers pads: million pounds from tourism annual average gor alone. (See Chart 1V).

Tourism in New Zenland is the same period still a long way behind export industries such as meat, but it is one of the fastest-growing and is helping to make the South Pacific the world's per cent growth each year fastest-growing vacation area.

The carnings and savings of overseas currency by Air New Zealand in the year ending March 1978 were some \$103 nillion. About 60 per cent of Air New Zenland's revenue is earned in oversens markets.

Comparing this figure with the \$161 million as lotal in the substantial oversh overseas funds earnings by the entire New Zealand tourist from such movement is industry texcluding Air New evident. Zealand) shows that the airline alone is worth about 40 commercial skills #f # per cent of the overseas funds developing to service history earning power of the entire of commitment.

carnings which will re-The

dedicated to promoting

New Zealand and k

In future years &

ancrease. IATA annultă

forecasts indicate there

forecast of 10.6 per centers

forecasts of passage milic

into and out of less led and

lor the next decade show an !

By the turn of the century -

only 20 years away

nearly five limes to

travelling today, (See OF

Zentand's having its at

The importance

Zealand.

Air New Zenland's Worth at March 31, 1978 Includes international and domestic

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have to look very hard at the future of Air New Zealand. I the future of Air New Zealand. I the hink we are moving to the look very hard at the future of Air New Zealand. I the big boys: we cannot afford not to

Net Earnings and Sate Savement of visitors and the of Overseas Plants Employment opportunities CHARTH International Brand Which are now and will

fort of the balance sheet we set out to examine. Another question needs examining — our national denendence. To have our om international airline is to have a link with the outside world owned and guided by this country's needs, not dent on the priorities and needs of other nations — their sconomic, political or social seasonal traffic loads. 1979 (Est)

New Zealand world traveller had to trans-ship at Nadi or tourist plant of this our Sydney, we were dependent isce Chart III).

These figures as seat availability of foreign-

approximate, but they not comped airlines.

Approximate, but they not comped airlines.

During the 1956 Melbourne Olympic Games, New Zealand was isolated for weeks. The The question arise arilines had other priorities. course, how much of the Whenever there was a million would have to transportation strike in carned if it had not beneat Australia, New Zeal and was Discriment ional effort of the at

New Zealand offices exthe globe, which are i for New Zealand to be independent in this important contribution is like:

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Singapore or Hong Kong! - let country? The figures show that our

the giant airlines serve our

presented two basic fallacies.

First, he assumed that we

were wealthy enough to

purchase the services of

foreign airlines whenever we

felt like leaving these islands

and anyone who is aware of

our foreign exchange position

knows how desperately short

we are. Second, the belief that

foreign airlines would

generate tourist traffic to New

fallacy best illustrated by the

current Australian fares

When Air New Zealand

long-haul

North American traffic really took off after we had penetrated that market ourselves, that is Air New Zealand and the other New Zealand tourist interests. The same will apply in Europe, Japan and elsewhere. Apart from sales and marketing functions for the airline itself and this country's

tourist industry, every Air New Zealand office is Zealand on any scale is a regarded as a New Zealand base, geared to help New Zealanders visiting that city, cent overnight and there was or to assist exporters, opened its office in Frankfurt New Zealand interest is at 10 years ago, we were the 77th stake. Our offices answer airline office in that city. Does questions on any subject

nothing at that stage that could

The very reason why New Zealand bought all the shares in TEAL, now Air New Zealand, was to prevent the development of a situation in this country was already faced in the shipping field, namely total dependence on overseas interests. When six bowlerhatted gentlemen in London decided that the cost of freights from New Zealand to Britain would rise by 10 per cent, then every New Zealand

In view of the foregoing, the question in future should be: How can New Zealand afford anyone believe that any of the relating to New Zealand and not to have its own other 76 would busy perform a valuable public international flag carrier?

New Zealand Tourism Farnings (Excluding Air New Zealand's earnings and savings in

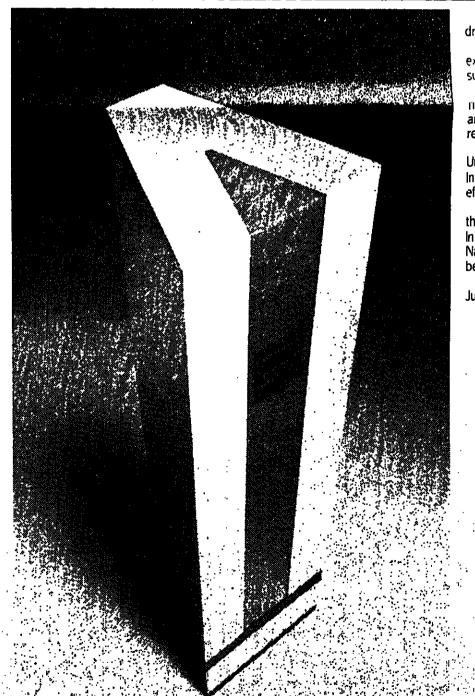
> \$25 million \$30 million \$72.5 million \$130.4 million

(includes hotels-coaches-tours etc., currently (January 1979) growing again at 15 per cent)

Into-ex New Zealand Passenger Traffic Forecast

1.51 mulion 3.36 million 7.32 million

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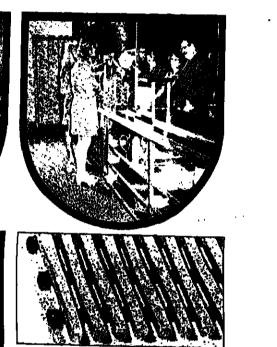
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Rip, tear, bust mentality

READ Mr Berryman's

minents regarding import

icensing with interest and appreciation l am particularly impressed with his suggestion of a 10-year period in which to lower tariffs. subsequent to the removal of import licensing and its replacement with a tariff structure to ease the changeover from licensing to tariff rotection. The three-year econd chamber. The presence enable much of the hurried and poorly-constructed legislation at present passed into law, to be subjected to further conderation, and would thus put the brakes on the rip, tear and bust mentality that so often stems to prevail in

My company specialises in importing electrical inplations and materials for use in industrial applications. We import them because they are not manufactured in New Zealand. But we still have to apply for import licences for these materials — we have licence — and on a recent that duty must be paid. We had but because a New Zealand nodar product, duty was relifted, as a result of our own representations.

iew hundred dollars' worth of import licence for these same goods, but were turned down. me day. I received an inquiry irom a person unknown to the int supply of an electrical we have no licence, or petitor. I have no proof that history" to enable us to apply or licence. After telling him that we could not help, he rang back later to say he hard nanaged to get over \$2000

months, and the assistance of my local MP, we were granted he few hundred dollars' worth of licence we had sought

One of our customers for this particular motorial, o local



LETTERS its difficulties for importers, especially small companies like our own. We have not the financial backing to immediately place large orders with our overseas suppliers that our larger competitors have. But I would be prepared to see us take our chances managed to establish a market for ourselves, in spite of competition, and I am conto progress, on our ability to

provide service. required to prepare an import licence application; the cost of photo-copying orders and price lists to support that ap- and extravagant statements, plication; the delay in noiseworthy for their complete receiving the licence - or would be able to improve our efficiency, and get prices accusations that

The doubts about who sees our application, with its attached highly confidential information, would be behind us. You mention the wining and dining, and travelling to Wellington, that is the conport-licensing situation. It always worries me to commit formation concerning our customers, and our overseas suppliers, to a nameless Government department. The potential for danger exists that someone in his cups will let slip some information concerning material we cannot handle us our own company, to a com-

the danger is there. The recent comments that we cannot have wine-shops selling New Zealand wine by worth of licence through a the glass because of our relative of his in a Wellington adherence to GATT is a further example of blemished Eventually, after some six reasoning. GATT does not sanction restrictive trade practices such as import licensing either. So why don't we try to make progress, instend of looking for fresh sites

for new tences. As a footnote, I enclose a manufacturer, was using it in copy of the circular we had to export goods, and had obtained send our customers, as a result he approval of the electrical of the imposition of import authority in the purchaser's duty, mentioned earlier. We projections of a 400 per cent country for use of this work from a published price rise in unemployment by 1980 material. Our inability to list for most products. We have (NBR, April 4, 1979) are made supply him, due to lack of just completed making out all with the assumption that import licence, caused him the credit notes, as a result of import licensing will continue. our application for remission, The removal of import and refund of duty. The loss of rate of increase if import leganing would be import and refund of duty. The loss of rate of increase if import leganing is removed? licensing would not be without use of that capital (duty) for licensing is removed?

enclosed, re-pricing again, and

I hope NBR, through your contributors, will continue to argue against the frustrations and incompetence of interference by central Government in the private and business lives of ordinary New Zealanders.

Alan Horley Ltd. Auckland. Some of us do work"

I REFER to Warren

from

months.

Berryman's article in your issue of April 4. He follows the recent fashion against compelitors. We have of the pundits, sounding off, not infrequently, in your magazine, in assuming that New Zealand manufacturers fident that we would continue are over-protected. This state our staff of 120 where they of affairs, he says, guarantees would then find alternative high profit levels, and The time-consuming work consumers have to buy mugoods at three times the world

These generally ill-informed lack of substantiation, make refusal; without these extra - their reading offensive unproductive - costs, we enough However, particularly insulting are his implied manufacturers work one shift (which makes us so uneconomic), take half day

April 4, 1979). "lunch hours", and golf Some of us have doubts that Tuesdays. under the present hierarchy As manager of a company with the lack of a coherent working three shifts, exporting political philosophy, that the 45 per cent of its production, NZLP will ever be able to whose consumer prices in New function effectively as a Zealand are often less than national political force, let half those for a similar product overseas. I would suggest that alone as the government of New Zealand. Mr Berryman takes the The oconomy of New trouble to acquaint himself Zealand is not the only thing with the many other similar efforts throughout the manufacturing sector, but this rought be asking too much. reformed then it will be

I wrote this protest, not only for my own company's management, but also for other manufacturers who feel this has ever happened. But as I do -- resentment and anger - engendered by this article.

The unkindest cut -- we have apparently not carned the Speculation right to sail on the weekends. after a not infrequent working and rumour week of 50-60 hours. To one of our efficient

manufacturers, this article shows a pressing need for a review of your paper's quality D A Bowron. speculation in your publication about who would handle future

WARREN Berryman's it to be based almost entirely Would he care to project the

of this company work hard all week, lunch for half an hour and some play golf on successful and be borne by us. And it is all 100 Sundays. The only yachts they screen. They operate three textile manufacturing plants efficiently which run 24 hours per day for an average of six dnys per week. We are not a highly profitable company

competition from imports. His

proposal would close this

business down within six

Labour Party

party has difficulty in running

an incorporated society (NBR

destined to continue to be the

occusional three-year

government whenever the

electorate have tired of the

letter appeared in your

publication signed under the

Campaign, commenting on

National Party advertising.

We disagreed with the

content of the article believing

on speculation and rumour.

article contained, we

ourselves were seemingly

Certainly it was never our

intention to imply that we had

guilty of the same sin!

However in setting out to

because of intense competition from several other local manufacturers for the domestic market. We cannot export a great deal because of low labour cost competition Asian textile make this point clear to your manufacturers. non agency readers. Mr Berryman wants us to "improve our efficiency" by

apologise to McCanns and to tacing open uncontrolled set the record straight.

Dormer Beck Campaign

Berryman could write another 1 READ with some interest

New Zealand.

companies. those who have experienced the mysterious workings of the New Zealand Labour Party head office to rend that the

I wonder why the few New Zealand companies who did

anything but the highest regard for Dobbs Wiggins McCann Erickson as a professional competitor in the

agency field. implied that Dobbs Wiggins McCann Erickson are 100 per cent American owned. This of majority ownership of Dobbs Wiggins McCann rests with New Zealanders, so of course do the profits. While this fact is known to most agency people we realise our letter did not

This letter therefore is to

article next month and advise your NBR February 28 article on fast food in New Zealand. employment in Levin? N C Aldridge It appears, sadly, that the same sort of difficulties that befell the Australian fast food Levin Dye-Works. operators are occurring in

> The big three in New Zealand are all American

> There are a few New go, but their success to date is questionable.

decide to have a go did not

when one considers that New Also on reading the letter, it Zealand's marginal tax rates is clear that we may have are among the highest in the

Our experience indicates that where tax rates are high. franchising prospers because of the tax savings benefits of

being self-employed. Our company has been years. We specialise in developing franchise programmes and selling franchises.

We are soon to commence operations in New Zealand because we see a bright future

for franchising in that country. The New Zealand companies that do franchise could well be surprised at the enthusiasm and hard work of their fran-

profitability of outlets under company management will increase if these outlets are franchised.

Franchisung, basically, has a good reputation in New Zealand.

We believe that more New Zealand companies will begin Zealand companies having a to use the marketing technique of franchising over the next

International Franchisting Pty

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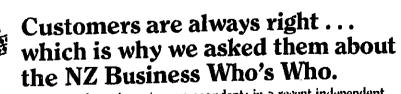
Production Management

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A BACKWARD GLANCE

An occasional series by Grev Wiggs

IF YOU wonder why some of today's senior citizens, long retired from the fray, react so violently at the nature of current industrial demands, you need to realise the working conditions they experienced when they started work 50

industry were little different from those of other businesses think them harsh, unfair, or, indeed, in any way unusual. It was before unions had made their presence felt in the white order on the firm's scanty collar industries, so much depended on the boss you worked for and, like other human beings, some were mean, some fair and not a few enerous and appreciative.

In the late 1920s, even before the depression, there was still a feeling round that you were lucky to be in a job, par-ticularly one you liked doing. The commencing wage was

shower you with increases at no great cost to the company. From memory, I received about eight rises in my first talent were sitting pretty on

There was no organised training no courses available, Because of my low pecking magazine circulation list, I

magazine which was the much later - so provision for weekly bible of the industry the future was in your own You worked a five and a half hands. Those were the days day, 46 hour week, or rather when insurance companies meant when he talked about you worked five days a week successfully sold "industrial" and attended the office on policies with premiums of one unions arrived on the scene to Saturday mornings when a fair shilling a week.

subjects such as that af- one

sometimes with the briefest notice and no exemptions permitted — you received one-and-sixpence tea money and

the job. To tell the truth nothing ever changed much in that respect. Agency people are a hard-working lot and it's the nature of the business that year, each of half-a-crown, so work comes first, night-time, triumphantly doubling my weekends or whatever. Oh yes, wages in 12 months. At the we looked forward to two time, top creative agency week's holiday at Christmas plus the Christmas bonus of a

> Also, we paid our regular weekly contribution for morning and afternoon tea and the lunchtime cuppa was

There were no pension or paid my own subscription to superannuation plans that I Printer's Ink, the American ever heard of — they came the future was in your own

thought

challenge of the new job and

or sought to change them. This was private enterprise without

Those who made a con-tribution could expect to make progress but advancement was not automatic or foreordained. Those who delivered less than they were paid to do

But we survived the system and in the process acquired what I think George Chapman self-sufficiency. In fact, when "save us from victimisation" proportion of the time was. As these were normal their presence was resented. devoted to discussions on lofty conditions of employment, no Conformity was never a strong them point among the creatively

with Roger MacDonnell, joint -

wage freeze, Sir Tom.

top brass

Auckland operation

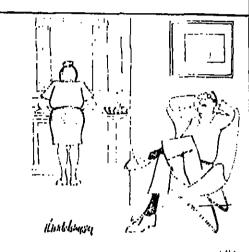
which was contined to a handful of agencies and didn't and senior Wellington persist for long really used will assume overalled me. It was an agreement responsibility in heir octween agencies that an employee leaving one tirm to operations with two selections of the common color another could not get a client lists, it is the color than usual.

Admark. "We are at: creative as rel took it, swenting out my six

There's nothing new about a Wellington. Creative licad Len Potts off control of the total of Colenso shifts

COLENSO Communications the two offices," has announced a major switch MacDonnell, "recogn in top-level administration. distance the again. The move is triggered, in some travelled in the last lig. degree, by the departure of and the degree of and two directors from the required to admissing ompany's large and pr Creative director, Al clientele." Raponi, is implementing a Hylton Mackles, in

long-contemplated shift to partner of Colenso, wilk Australia. Mike Wall is completely new role let retiring from advertising become managing dust altogether.
Gary Gwynne, currently, providing financial serge



00 WELLINGTON CONVENTION BURN ARE YOU PLANNING: Conferences, Conventions, Sporting Fr

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unionism has never been embraced by agency people. But one industry practice which was conlined to a which was contined to a w

by Belinda Gillespie

IT'S that terrible time of the

join another could not get a salary increase for six months. It happened to me. Knowing this retill content to accept the discretification on the cold poses interesting the cold poses interesting moral dilemmas for those in output," Gwynna moral dilemmas for those in the workforce. Should one, or should one not, isolate oneself from the rest of the community MacDonnell, a key when infected? Is it a moral when infected? Is it a moral duty or a piece of self-managing director in the control of the c

than spread it around the of-fice? Virologists had a chance to discuss these and other espects of what they call "banal virus infections" at a It's no use taking a cold to the doctor-he probably doesn't know any more about it than his client. Although these

"inflammations of the respiratory tract which can be aggravated by factors such as averages six "banal inexposure", are the most common disease known to man, they are largely overlooked in medical

therapy to get at the root of the remedies have evolved. Yet the virologists were told that herapy should be possible in rinciple. The goal of the loward the abolition of obsolete methods which are not only ineffective but can be

egainst bacteria, which noespiratory catarrhs, but not gainst viral infections, many octors continue to prescribe

Bacterial complications start when viruses damage the mucous membranes of the windpipe and bronchial tubes, and can be clearly recognised by pus in the sputum. A cough hould only be treated with antibiotics when it has become chronic and comes in spasms. At this stage, intensive an-libiotics are needed to prevent

lung damage.

By and large, say the experis, colds need no treatment. But doctors may need to do something to reduce ex-cessively high fever and relieve pain and coughing.
The remedles they suggest don't include that old standby. a hottoddy of whisky and milk. Alcoholic beverages can turn a

GOOD HEALTHKEEPING

ioms, they are not worth the of their low exposure to bacsusceptible to respiratory conditions, mostly of viral

fections" in the first year, four to five in the third and fourth, and two to three in the tenth to fourteenth years. Breast-fed children are more resistant.

It's impossible to vaccinate against the multitude of different viruses that cause colds. Even against influenza, vaccination is not advised for young, healthy people-only for older "problem" patients, and children who are particularly prone to infections.

Paediatriclans at the

Cologne conference had hard words for over-protective Knowing full well that an parents. Lacking "not only bibliolics are effective only psychological but also immunological socialisation", count for a mere 10 per cent of preschoolers who are kept out of contact with other children go to school with untrained immunity systems, and are hard hit by infections. As well as letting kids mix with others in the neighbourhood, one doctor advocated the "tried and proven exposure training" of daily showers of alternating hot and cold water.

Common or not, the symptoms of a cold are debilitating and wretched. While there is no drug which will shorten a cold, there are measures a victim can take to alleviate his

Those swollen mucous membranes that obstruct breathing may be miraculously relieved by nasal sprays. But doctors advise caution for both children and adults because of their "rebound" effect.

simple cold into pneumonia, and though they may tem-

basic: an overall reduction in

packaging and freight costs. We use Armalite not only because we reduce packaging costs, but its' light weight saves us internal freight costs to the works. The thirty percent saving in the net weight of each carton also provides us with an opportunity for

considered before making the freezing capability. We are happy to report that Armalite meets the or product. This performance is vital in an export area where appearances must match the qual of the product"

Once or twice a day, or more particularly at night in order killing out of vitamins during the winter months. Promotion to get some sleep, is more than Here is where an old-time

inhalation of steam remedy comes into its own according to the ear, nose and throat specialists. This can be with or without additives such as Friar's balsam, which have more other vitamins. apparent than real benefit. Breathing in moisture stops the mucous membranes from

drying out and relieves a ticklish nose and throat more effectively than sprays or Lozenges, mouthwashes and various vitamins are of dublous value, though they may have a "placebo" effect comfortable state. on some people. So called antiflu drugs are of no proven

getting down a fever, and value, and may be dangerous according to local advice, is still one of the best palliative Despite Nobel prizewinner remedies around for colds. Linus Pauling and his theories, Except for those with bad the advocates of mega-doses of Indigestion or ulcers, aspirin is vitamin C still lack proof for a safe and effective drug for their favourite remedy. The adults, and in small doses, for chemists continue to make a

campaigns both in the United more aggressive and aimed at the general market rather for the effectiveness of vitamin C against colds have as little validity as those made for

Fever often comes with a cold, but is of no great concern except for children under four, in whom it may cause convulsions if it becomes too high. The myth that you have to pile on the blankets and "sweat i out" has been exploded by doctors who now believe that it's better to strip off to a

Aspirin is the best way of



COMMON COLD . . . experts debate aspects of banal virus infections while mere mortals toss up between hot toddy and barrage of pharmaceutical miracle cures

eat as they feel inclined, extra fluid is important. This may mean an intake of up to three or four times the usual amount if the temperature is high, and can be gauged by urine output which should be kept up to normal frequency and volume.

Doctors don't like catching

While cold victims should to would-be patients is to keep their colds to themselves,

Read how W&R Fletcher improved packaging and freight costs on Export meat

-with a little help from Armalite.

W & R Fletcher Ltd exports prime New Zealand meat to many overseas destinations. Our problems are the same as anyone else's: a distant market and growing packaging and shipping costs. In 1976 we decided to do something about it, with a careful study of some of the cost factors involved in exporting half way round the world.

A packaging material to provide optimum strength for weight.

"New packaging was clearly a potential cost-saver particularly as handling methods in the works had changed in the last few years. We looked for a packaging material to provide optimum strength for weight - to reduce overall packaging and freight costs without risk of product damage. We are now changing away from packaging materials we used to use and a substantial proportion of our export meat cartons now utilize

30% saving in net weight. "Our reasons for change were substantial savings on export shipments overseas".

Armalite meets freezing requirements.

"Other important factors we change were product protection and freezing requirements demanded by our works and we have experienced no increase in damage to packaging



Mr Bruce Bishop, Export Sales Manager (left) and Mr Michael Kulght, Production Manager the W. & R. Fletcher Group of Companies.

Armalite can help you too... here's how

The AHI Paper Products Group significant. Even if your shipping has thoroughly researched the merits of methods don't allow you to take full Armalite corrugated packaging - in terms of performance and cost. Currently two grades are available, Armalite 13 and Armalite 15 although lower cost lighter weight grades can be

works, and also in containerised

shipments of meat to overseas markets.

For instance, in one example the use

around \$6.500 for every one thousand

tonnes of meat exported. Multiply this

by the amount of product exported and

of Armalite could save an exporter

the savings become more than

mounting freight bills provide an even greater incentive for cost reduction in the future. Armalite's heavy duty surface liners provide a board which easily

advantage of this saving now,

Armalite is manufactured by Hygrade Packaging, a division of AHI exceeds the strength requirements for Paper Products Group. With export freighting and its low profile corrugating operations throughout the country and sales offices in Auckland. corrugated core allows quick freezing, a property not available in other Hastings, Palmerston North, corrugated boards. Not only is there a Wellington and Christchurch you can cost reduction in the use of Armalite expect an on-the-spot service anywhere as a packaging material, its lighter in New Zealand. weight converts into reduced freight costs, both within New Zealand in getting packaging supplies to your

Further details of Armalite are available from your nearest Hygrade office. Or write to the Marketing. Manager, AHI Paper Products Group, Private Bag, Auckland.

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ALL DC10 SERVICE FROM NEW ZEALAND.



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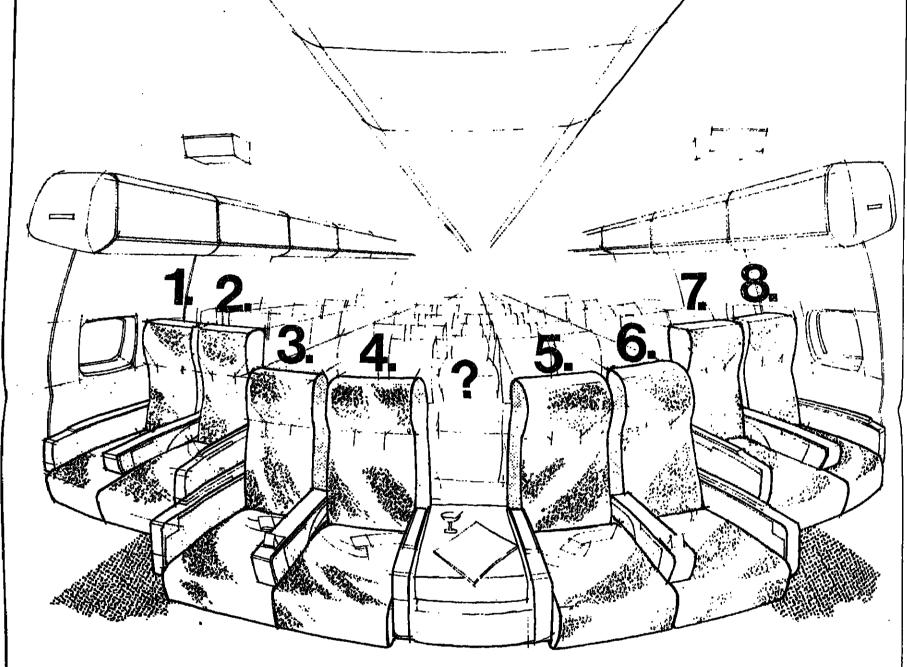
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These cheaper fares are certainly stirring up the

Now, in an effort to increase revenue, most airlines are adding an additional seat per row.

But in the face of this international trend Swissair has made a commercial decision to retain only eight seats across in the Economy Class of their DC10's, arranging the seats in groups of two.

Swissair DC10's carry fewer passengers and in only two classes.

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This means that you have a more comfortable flight. You have a wider seat and wider alsles.

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Link up with Swissair at either Singapore, Bangkok or Hong Kong on your next trip to Europe. And when you arrive in Zurich, you are at the gateway to Europe

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A DIVISION OF CHALLENGE CORPORATION LTD. What Is Happening In The Money Saving World Of COM.

"Secret Agent" Speeds up Insurance

Norwich Insurance Data Processing manager Colin O'Neil once regarded COM as "something out of a James Bond movie."

Today COM is a common word and sight at Norwich Insurance, which relies on micrographics to provide comprehensive up-to-date olicy information to its many New Zealand branches, and housands of policy holders. The distinct cost advantages of multiple copying plus the many other benefits of COM

make life in the paper-work world of insurance a whole lot easier, especially with the guarantee of efficient back-up service which Norwich gets through their COM agents at

"The service really is first class" sald Colin O'Neil. "If you have a problem they'll even ring you at home''. The economy of COM enables Norwich to distribute ar more *inform*ation to its branches than was once thought possible, providing in turn better service to policy

The company stores much of its confidential policy information in unnamed microjackets, and has its own facilities for filming, duplicating and, of course,

The microjacket system enables Norwich Union to store 160,000 policy files in a space smaller than a dining In its fire insurance

department, what once added up to 6000 line-flow pages a month is now down to a handful of fiche

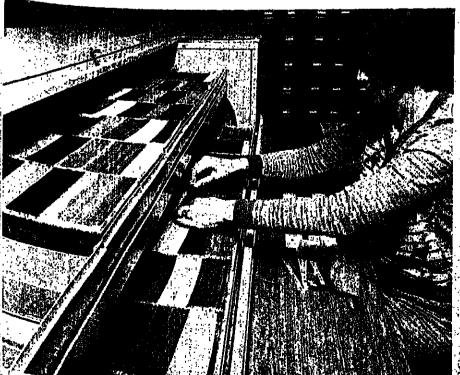
"It's certainly cut down the storage space" said Colin O'Nell, "but it's the economy of the system that attracts us most - and it's getting even

Inside:

- Expert advice on choosing a reader or reader
- Training for COM
- What to look for in a COM



No secret anymore.



At last - dual micro cartridges makes N.Z.

MICROFILE recently im- 'SnapLOCK's' fit both 3M and ported the first consignment of Kodak Microfilm readerthese Tuscan dual micro printers, and cost no more cartridges. The new than conventional cartridges.



Microfile to reveal new range at Topic '79

MICROFILE'S complete new range of Micron readers and reader printers will go on display for the first time when TOPIC '79 opens in Auckland. Microfile have taken a stand at the exhibition to introduce its latest wares, and to launch the newly-imported Tuscan dual micro cartridge. The stand will feature filing systems and a 15 minute slide

presentation.

STOP PRESS

MICRON will use next month's National Micrographics Association Conference in Atlainta Georgia to launch its new dry silver reader-printer Microfile is already con-sidering the new product in terms of the New Zeeland market.

(Advertisement)

Choosing a Reader or a Reader-Printer

Micrographics expert

THOSE responsible for selecting readers and readerprinters often think they can choose from a large variety of devices that may satisfy their requirements. But as you may already know, there are only two readers that are capable of meeting that objective. One is the reader that the vendor claims is the universal model — the ultimate in the latest equipment and the other is the reader that we are looking for. screen size.

In relating that thought to microfilm equipment choices, I believe that the best reader for you is the one that you an 8-12 — 11-inch high screen 81/2 X11 inch paper, the determine best meets your and 48X magnification is the magnifications of 18X and 36X

Determining your needs simply means analysing your proposed or present microfilm array is made up of computer size. A note of caution here, the

3. The image size desired for

Since microfilm readers and sufficient to assure legibility. appropriate for quick magnifications and screen dimensions, selection of the

By Charles II. Robertshaw, shown in Figures 1 through 4. pro microform. For 24X reduced fiche, two pages can be displayed in either full or reduced size depending upon the lens magnification and the lens magnification

48X reduction. A reader with reproduce these images on correct choice if the respectively, are used. The print out size, the 11X14inch 18X magnification is only t. The type of microfilm input screen reader with a 48X suggested if the character magnification displays a full front is all of upper case letter microfiche; microf the 8-12-X 11inch wide screen size will be slightly below the 2. The reduction used for the reader with 36X magnification character height recomwill show a three quarter size mended to assure legibility. display on the screen or as paper print, that is, full or character height on computer established, you should conclude the character height on computer established. image of the standard size printouts is normally 0.1 inch, sider the user environment the three quarter blow-back is For example, a portable unit is

printers are available in Magnifications and paper reference to microfiche outseveral sizes, with various print sizes associated with side the office location, reader-printers are shown in whereas a desk top model is Figures 3 and 4. The National suitable for office viewing of right reader can be acmicrographics Association reels, aperture cards or
complished by using the charts microfiche format Type 1 microfiche On the other hand,

READER

Figure 1 serves as a guide 8 1/2 X11 lnch documents when the input microfilm is reduced 24 times. If the same either an aperture card or a size document is reduced 40 24X microfiche. Either times, the microfiche can microform can be used in any contain up to 420 images as of the readers shown. For shown on the Type 6 format. aperture cards containing. On Figure 3, the reduction and large documents that are magnification are the same, so filmed at 16X, 24X and 30X it that the microfilm image is will be necessary to scan the enlarged to full size on page

contain up to 63 images, while Figure 2 provides guidance 270 images can be recorded at when the input microfiche is a 48X reduction. In order to

NMA TYPE 6 FORMAT 8%"XXX"FORMAT 812"X11"FORMAT REDUCTION MAGNIFICATION LENS **FULLSIZE** שלו Wibi PAPER CUTOFF Figure 3. The reduction and magnification on this reader-printer

are the same, so the microfilm image is enlarged to full size on

READER/PRINTER

NMA TYPE 1

READER/PRINTER

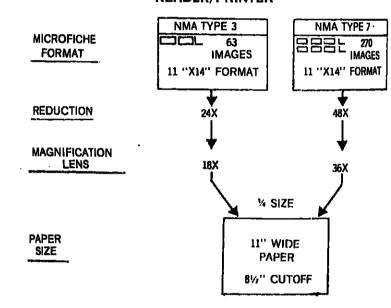


Figure 4. NMA Types 3 and 7 formats for 11- X 14-inch computer

24X APERTURE CARD LENS 11" FULL SIZE SINGLE PAGE 21X LENS 24X MICROFICHE REDUCED SIZE 2 PAGE 24X LENS

Figure 1. Selecting a reader when the input microform is either an

READER 48X LENS FULL SIZE **48X MICROFICHE** SINGLE PAGE 36X LENS 4 SIZE COM PAGE 48X LENS -FULL SIZE COM PAGE Figure 2. Selecting a reader when the input microfiche is a 48X

a large console type will be magnification. Based on our resolution inorder to magnification. required in a file reference own experience, we have requirement the 18 pallor area where a combination of

discourage microfilm use.

Now let us examine some of these characteristics and minimum magnification related test procedures should be 36X. available for evaluating a

ILLUMINATION, Screen

projected image.
MAGNIFICATION. Precise projection of the film image through the optical path to the reader screen is accomplished by the use of the proper lens fication'. Various dimensions, A microfilm

area where a combination of established that the smallest a 24X reduction has displayed character height resolved at 24% magnitudes should be no less than 1-16 of on Next, in order to assure should be no less than 1-16 of an yourself of the requisite inch. In order to meet this quality of a reader or printer, requirement, we have conit is necessary to establish cluded that for a 24X reduced certain acceptance criteria image the minimum LENS remains against which to test the magnification should be a such that the viewing a will be completely will be completely as a such that the viewing and the viewin performance of the device. magnification should be a such that the vertex Keep in mind that the vertex nominal 20X. An exception to will be complete. Keep in mind that the most this rule is allowed where COM without any distortion of the west. instruction of the unit characters are all printed in example, when is to display a legible high upper case lotters. In this case quality image which in turn will encourage and a turn we permit 18X. At a 42X quality image which in turn we permit 18X. At a 42X will encourage rather than reduction, we suggest a distorted. The amound discourage microfilm uses magnification minimum of

RESOLUTION. A term used to describe the ability of the microform process to record the stream ambient illuminals. microform process to record the reader is used for an uniform, free of bright areas formation on film. The should accommodale tory controlled a satisfactory controlled a should accommodate tory controlled a satisfactory controll tory contrast with the projected image.

MAGNIFICATION. Precise projection of the chart and projection of the char determine the smallest pattern projected image is foot in which the lines can be the screen, it the distinguished in both the focus when the horizontal and vertical scanned from rame

with the correct magni- For checking reader screen resolution, the same procedure thods are available for is followed except that the test measuring the magnification chart is viewed on the reader on a reader screen, the most common is employing a chart is viewed on the reader common is employing a chart spected for line separation the opposite common is employing a chart spected for line separation the opposite common is employing a chart is viewed on the reader. The patterns are inspected for line separation the opposite common is employing a chart is viewed on the reader.

The patterns are inspected for line separation the opposite common is employing a chart is viewed on the reader.

The patterns are inspected for line separation the opposite common is employing a chart is viewed on the reader. with the aid of an eye loupe (5X is then moved in magnification) image of the chart is projected on the reader screen after which a scale is made to the chart is projected on the reader screen after established a requirement of a which a scale is used to minimum 2.8 lines per neasure and determine the millimetre for screen

pattern at 36X magdin and the 2.8 pattern at 4% LENS FIELD She

SCREEN. The

is then diversed directly and horizontal directly the irrage does not rept the irrage does should focus, the reader should considered acceptable considered acceptable.

COMPUTER output microfilm particularly the indexing.

COM systems are designed and implemented with little notice given to the key area of SYSTEMS ANALYSIS

Training users on the proper

use of COM doesn't begin and

end with the arrival of

viewers. Instead, it is a long-

range process that

commences with the initial

efforts of the project leader to

determine the need for a COM

The individual assigned

responsibility for identifying

applications to be converted to

COM — whether an internal systems or operations analyst

or an outside consultant

retained to conduct a fessibility study — has the opportunity to pinpoint

specific problems that need to

be considered in the training

♦ How is the report used?

• Do the clerks respond to

customers on the phone?

• Do they write on the report?

• How much is stored at the

in the store rooms?

desk and how much is stored

Assuming that COM is

selected and work has begun to

convert applications prior to the installation of equipment.

w is now the time to begin

ducating users about COM. This does not have to be an in-

depth education as much as a general awareness of what COM is.

Frequently, this can be done with literature. A number of

rendors, the National

Micrographics Association

and various trade publications

offer booklets, articles and reprints designed as an

The formal phase of the irsining program should be

timed to coincide with the

implementation of the

This phase must be

conducted in a formul way -

not with a few words at a

Limited groups to those byolved in using the some applications and, if necessary,

split personnol into smaller

essions of no more than ten

The basic outline of this

training session should include: Why the company is installing COM.

Don't be afraid to identify

Ae potential dollar savings

It is important to assure new

users that their COM system is

beneficial and easy to use, not

a ploy to make their lives more

Describe the COM system.

COM is more than microfiche delivered to a user department

in a neat little envelope. Give

Gom production process

from the generation of the data

on the computer through the

delivery of the fiche to their

if COM is being produced by

organisation, explain how the

INDEXING Once users have

been informed of the COM

rocess and the operation of their COM system, the next

baical step is to make users is familiar.....with it liche,

that will be enjoyed.

introduction to COM.

system and to justify costs.

a good user

cyc. These include the master which required information tilting across the top — such as the report title, run or system

date, and the fiche sequence number. Other items might be simple design-some mirror the fiche break field, the alight bulb, a lense and a fiche column indexing or the column holder. Go through every point break fields.

Now, illustrate the case of First, describe the areas finding information by that are visible to the naked selecting a fiche and column in

Training to be COM

USE OF READER A microfiche reader is a of the device with them.

its use. Users should get a copy and read it.

Finally, instructions on the concluded by giving users an effectively. opportunity to actually retrieve data — based on what they have learned about the fiche and the viewer.

Every new reader is While formal instruction is speed up user efficiency. With accompanied by a brochure on essential, it is only after users proper training. COM can start working with COM on the overcome microfilm's stodgy

> output medium not only to active, retrieval information reduce paper waste and system. storage space, but also to

job that they can become fully image of just being an archival familiar with COM and how to device. Instead, more and use of the viewer should be use microfiche most more data processors will be able to capitalise on COM's COM can be an efficient most significant role - as an



clear winners from Micron

Every model in the exemplary Micron reader range features drop-in lenses, 3000 hour lamp with two position switch and fanless convection cooling.

Ring us collect for a quotation Wellington 851-388 model 770 (The universal reader)

Il" × Il" screen accepts all COM and document source

Ideal for inventory control, order entry and record keeping systems. Non glare screen for easy reading

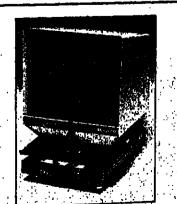
model 750 % size desk top. model. Where lack of space is a problem, Micron 750 is the answer. Though small in size this newly-styled eader incorporates all the big

advantages of the Micron range.

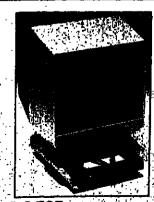
model 760 360° optical image rotation dual lens capability. Ideal for jackets or COM, projecting either source document or % COM images with uniform sharpness.



Il" × Il" screen. Designed for perform-ance and economy. Ideally suited for source document and COM applications in high ambient areas.



model 780 Full 14" × 11" screen convenience engineered for the user. Wide screen reader delivers standard source document and computer output images (COM) at FULL SIZE



model 785 Full 14" × 11" screen front projection. Advanced optical system ensures bright extra-sharp

MICROFILE

model 775 Front projection

Available from New Zealand's leading COM Company.

What to look for in a COM services bureau

S ARNOLD KOBER is a senior micrographics systems analyst at Pfizer Inc., New

"I wish I knew what to look for in a COM Service Bureau." Hopefully even the service

define what a service bureau is answered satisfactorily, all you choose for your made your choice.

If your filing system is getting out of hand.

will fit just about any those organisations which standby, a subjective point massaged.

up-grade their conditions rely on Mr George Harman's been collated and all the "should be", because this may where applicable and offer us, definition as stated in his service bureaus have be misleading since it is very the usors, more efficient and article "A Service Bureau - responded to your "Request difficult to quality all criteria. How to Select One". A Service for Proposal", then a matrix. So then, maybe some of the First of all, these questions Bureau is . . "referring to should be set up and the old points may need to be

make microfilm copies for our rating, should be assigned to I also have included a customer using his original each criterion. The Service "report card" technique for not all encompassing.

At this point I would like to

After all these questions are

Bureau receiving the highest which you can rate your point sum should be the one Service Bureau once you've

knowledgeable and deal relate well to custo-

organised?

How long has the Sena in short, there was less Burcau been establishedz Government, despite the evidence and experience of

regional decline.

IV. QUALITY What are the quality contisteps?

V. CAPABILITIES Can the service bureauty Will the Service Bureaux in writing to your Repu lor Quotation a Specifications?

Bureau to your b

What is the Service But volume? (16 min to Mit or any other compariso volume you want to make Is the Service Bureau a Inte Service Bureau.

does it sell accessories. equipment as well? perform COM operation What is the "depth of service. r e. - the *programmin* capabilities, quality checks

Is the Service Bureau capat of offering a facilitie. management or similar programme?

VI. SYSTEMS ASSISTAND Cam assistance and guides be given to design to microfilm systems? Will they train your persent if you go into an inter-

The number of fulltime jobs fell by 72, but part-time positions rose by 179. However, REQUIREMENTS aat figure is deceptive. Jobs Are apocial type, charact for men fell by 190 and those lower case or upper cas different front styles are for your COM format? women rose by 297. If most i the women's jobs were taken by married women, it What types of application means there were fewer bouseholds in Walrarapa in Bureau at this point of but

My guess is that most of the female jobs were for married Nomen, partly because of the growth of part-time work and partly because of changes in the employment patterns in

In both factories and retail , stores where part-time female me they preferred to employ married women. The work was not highly skilled and flexible hours could often be arranged. ider married women are steadier workers and more lable employees, I was told. As the economy staggered

dramatic shifts within it.

charge _ maintenance avallable? coats such as fiche (master and dup)

X. COSTS

Will the Service

One major cost of this preference is youth unem-playment, and Wairarapa has ales that are substantially the national average. The biggest shifts in the occurred in the industry and in category called comalty and personal service. action lost 224 workers volume on your male) and services added (three-quarters female) the three-year period.

largest losses were among carpenters. Their numbers fell part-time jobs are, than in the rural areas. National's share from 312 in 1975 to 172 in 1978, a of the vote dropped 3.7 per cent net loss of 144, or nearly half. in the towns and 9.2 per cent in

The additional 80 positions dropped in this industry included all types of construction workers-drivers, clerks, labourers, working proprietors and 12 other skilled workers.

Community and personal services includes central government and authority administration which were the major employers of male and female temporary workers in the Wairarapa. This category is partly inflated in an artificial

and short-term way.

The services also include schools, which saw striking increases among female teachers (probably mostly married women); hospitals; the surgeries of doctors and dentists and their receptionists; and cleaning work.

These particular population trends-the loss of skilled workers and the increase in part-time female work-had two major effects on voting patterns in the Wairarapa last

Such a decline is supposed, by the conventional wisdom, to have caused the swing to Labour in the South Island last year. Yet, apart from Wairarapa, (and some North Island electorates, including Gisborne and New Plymouth). the move against the Govern-

ment was not as great as in the chies where the building indistry was still struggling on paradox is that In the

forced to the wall left the Wairarapa were some who district in search of work. were better-off than they had Meanwhile, others became ever been. These were the new better off and could see no two-income families resulting reason to be dissatisfied with from the increased job op-portunities for married According to the Labour women. They had little reason Department's half-yearly to change the government and survey of the Masterton would vote National or Social

with the Government, from which Social Credit benefited.

ownhill and unemployment grew, employers could afford Another category also likely lo be more selective in this to be included in the new twoincome family group was "manual worker, labourer, semi-skilled". These people were found less frequently than expected supporting Labour and often had become "new National voters".

Economic decline favours National in Wairarapa

The only exception to the

pattern among the five towns was in Featherston in south

Wairarapa, where National

dropped 7 per cent and Labour

gained a hefty 5.6 per cent two-

party swing. Featherston is

more an outer suburb o

Wellington than a Wairgrapa

town, 500 people crossing the

Rimutakas every day. The

voting results suggest that

where people work is more

The pattern seems clear.

Economic growth in the

Wairarapa has favoured

Labour, while economic

decline has favoured National.

In the 1960s a new Labour-

the Wairarapa to staff growing

manufacturing in the towns.

Walrarapa, Labour Party where known supporters had been earlier located by canvassers. In one street in Masterton there were six such

This was symptomatic of the Wairarapa, a decline the National Government seemed mwilling to halt with regional development assistance. Since 1975 there has been a higherthe Service Bureau had rate and a greater fall-off in najor industries than in New Zealand as a whole.

Yet In the 1978 election the swing against the Government in the marginal Wairarapa the rest of the country. National held the seat with a majority of 837. Social Credit gains there were less than throughout New Zealand.

First, skilled tradesmen are among the staunchest supporters of Labour. It was their houses that were found empty on election day. The exit of from the district meant fewer

Probably to the cities, where there were still jobs for skilled workers, and where on election day, Labour made its modest

Second, among the people who remained in the Wairarapa, some of the people Employment district, which

includes all of the electorate, there was little change in the overall size of the Wairarapa workforce between 1975 and recession. They did not understand why others could not get jobs, and they were unsource of some dissatisfaction

> The comparative wealth of the two-income families profiled others in the district also-certain retailers and provided the means for sustaining their similar outlooks on politics.

> The Heylen-National themselves by occupation. The group "clerical-sales-service" turned out to be overrepresented among new Social Credit and new National voters, and these two parties both obtained strong support from housewives.

On the other hand the survey found very strong support for Labour among skilled workers

In a polling booth breakdown the picture is confirmed. Dissatisfaction with National

CHANGES IN WAIRARAPA WORKFORCE 1975-1978 Industrial groups Forestry, Logging, Mining and Quarrying Manufacturing Electricity, Gas and Water Construction Wholesale, Retail Transport, Communication Community and Personal Service +436+107

important in affecting voting JOBS . . . More part-time work for women; fewer full-time jobs for men.

the first time since 1946.

The decline in the 1970s has inequality: some families and rural communities this helped they had ever been and could National.

Thus the scales have tipped produced a drastic increase in back to National as work young people were driven to the towns. Regional the breadline, and a proportion stimulation could easily district. Other families who the Government will continue of Wellington Coupled with the decline in the stayed were better off than to grow. There's the rub for

opportunities have declined in Labour Party Wairarapa voting work-force moved into of them, including Labour- reverse the pattern. Yet lecturer in sociology and Asian voting skilled workers, left the without it, dissatisfaction with studies at Victoria University

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ncreased efficiency.

bureaucratic blunders.

He did not mention the fact

So Export Year closed with a

struggling New Zealand

exports even less competitive

country's transport fleet to

CNG. But once again import

licences on conversion

equipment plus a 25 per cent

import duty and 20 per cent

sales tax on this equipment is a

disincentive to convert to this

The problem is an energy

indigenous product.

the international

that this move would also hand

It was strongly critical of the then that a malgamation of NZED, its overestimates, and electricity and gas supply the electricity supply authorities would lead to

electricity supply authorities of various kinds, and the enable Government to disguise

Gair reserved the electricity surplus not a shortage. And the

supply amalgamation bureaucrats won't relinquish argument for a speech to the control at terms and prices

Municipal Supply Authorities that might mean profit to the

It said: "Despite some

in the past, there are still 61

Municipal Corporations Act

1954 permits a proliferation of

do not make the best uses of

such scarce resources as

skilled labour, and the

unnecessary addition of

further organisations would be

contrary to the best interests

f consumers the industry and

But Gair deleted these

comments from the published

version, which was promoted

as a catalyst to public

discussion, contained some

good examples of misleading

statistics and political bias,

but nothing new.

"The existing arrangements

gas undertakings.

rogress with amalgamation

Energy consultants juggle tariffs to cut bills power surplus wastes itself haunting officials

For the ecologist it is seen as a keystone in our economic and environmental future. For Government it is a thumb on the balance-of-payments scale. For industrialists, faced with a 60 per cent electricity price hike, it is the key to

But for the industrialist, energy conservation and culting back on the company energy bill are not one and the

New Zealand's tortuous electricity tariff structure makes it possible for a firm to achieve substantial savings in electricity costs by wasting energy and using more power

National Utility Services, a 46-year-old New York-based energy cost consultant with branches worldwide, make their money where most ousinessmen fear to tread - in meeting individual consumer

The Australian branch, NUS
International Pty Ltd, started operating in Australia and New Zealand in 1966. It now serves 750 industrial and NUS advises clients how best and in 1966. It now serves 750 industrial and NUS advises clients how best an alternative tarilt with the supply authority. The authority still insisted the client pay for the electricity it did not use. Still, the savings came to \$7000 a year. commercial clients in New to deal with the supply Zealand and 35,000 locations authorities and then stands

throughout Australasia. gas, coal and so on and advises its clients how to get the lowest possible unit cost for energy in the tariff jungle for the best

It does this by developing an energy profile on a month by month basis of a client's operation with an in-depth study of the client's paid bills. NUS claims its expertise lies

in three areas: An intimate knowledge of the energy suppliers and their problems of supply, and how they are prepared to interpret their rules and regulations to

Il you've ever been in an egg and spoon race, you'll

know just how hard it is to keep up speed and yet

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a good many of Modern Freighter's 20 operative

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around the treacherous Karkoura Coast is no

mean feat Although he knows the roads like

the back of his hand, he sats a pace that's

sale Yet whatever you want, wherever you

want it. from North Cape to Bluff, just state

a deadline And it's a sure bet that he'll

from Invercargill to Levin

deliver the goods on time.

Everylima

back and lets the client

For the most part, savings

that since the oil crisis, NUS cheaper the energy becomes. had begun to concentrate its This type of tariff actually expertise increasingly on promotes the wastage of energy conservation. In this energy and even worse en-

cesses in cost-cutting:

At the end of the run.

the goods in the back

he'll be needing a

break. But the goods in the refrigerated

the alternative .

compartment will arrive in top condition

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and set the wheels in motion.

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This, according to a NUS spokesman, "represents poor tariff design which penalises NUS specialises in analysing correspond directly with the the economy of the country as the price structure of elecend the consumer

"Several electricity suppliers in Australia and New Zealand still provide block tariffs where the more energy But a NUS spokesman said a company consumes the

into either commercial or industrial categories. Many commercial consumers have a higher load factor than the average industrial consumer.

NUS was recently able to negotiate an industrial tariff and negotiate an industrial tariff to point out that a second parameters and external, push up as a special arrangement for a to point out that a be hereal and external, push up

commercial consumer with a reduction in cost to that company of approximately 24 per cent a year," he said.

• A television station was able to negotiate a tariff \$26,000 a year for the company of problem of the smothering burden of produced savings in exact profits.

Cost experts attack electricity price hikes advantage over his overseas competitors — till PM Muldoon announced a 60 per

capacity its expertise has been courages wastage during the sought by Government departments in a number of countries, he said.

Examples of clients suc
Examples of clients suc
energy and even worse energy and even worse energy and even worse to courage wastage during the courages wastage during the courages wastage during the peak period further reducing part of the National Utilities reported moves to prove their cynicism and countries, he said.

Services energy consultancy requiring massive exporters using high what courages wastage during the part of the National Utilities reported moves to prove their cynicism and course the announced the penditure on new generation when he announced the construction bandwagen as it n cost-cutting: equipment. massive electricity price hikes matter further by camping in February and maintained a full-scale review of engineering firm was shown date tariffs in New Zealand that New Zealand's electricity how it could pay less for would be those where con- was cheap by world standards.

Drawing on his firm's inernational experience, NUS managing director Patrick • In England, consuce O'Hare said this country's average electricity prices maximum demand wi were fourth highest for based on monthly demands developed nations, after a constant price per KVAss Belgium, the Netherlands, and

The proposed increases KVA charges during the pal would make Christchurch the

"At a time when New between tariffs basedonlid Zealand industry is finding it 30 minute maximum denzi difficult enough to compete on recording period. vorld markets, major elecricity cost increases of this levastating impact," O'Hare calendar year his maxim

varned.

Less than a month after on-peak and offere period, announcing the electricity price hike Muldoon backed down a step or two at the opening of the Kariol pulp nill — un export venture dependent on electrical power.

Muldoon said his Government was aware of the shortterm effects the price increases would have on energy form of temporary relief was

The other day O'Hare overnmental stance: "The New Zealand Government's proposed incentive plan to financially relieve major in-dustrial exporters with a high electricity content in their produce outsite to progress the more advantageous institution of the consumer of the consu oduce ought to pave the way or a radical restructuring ariff programme designed to enefit all consumers and

Meet-one-of-the-Mighty-Freezer Fleet mserve energy. "The Government now has the opportunity to lead the world by introducing electrical tariffs so structured that they would encourage responsible energy saving use of power by come to suppliers.

"The Government is moving n the right direction by planning incentive relief for major industrial electricity users to cushion the substantial power increases due in May but this should only be the eginning.
"In many countries, and

specially in Europe, it is now being recognised that by offering positive price incentives to industry to employ power in carefully-orchestrated nonpeak periods, greater ef-ficiencies can be achieved, the economy is better served, and energy on a national scale is

If the New Zealand Selling -- Leasing Phane 726-209 Wellington Pharcourts

clectricity tariffs.

O'Hare cited the following examples of how large

winter months.

their designated maximum.

demand and these types ?:

tariffs could be used by the

improve energy consersation

Because New Zealand belg.

operated in other countrie. have the option of sekting seasonal maximum dead

tariff with corresponding if ● In the United Sust consumers have a deal

trainees, bringing the total staff involved from 9752 to

The NZED's capital liability million to \$1,839 million over

Some of this money (much of (borrowed overseas) went to

stations are being run at far maintenance costs. So great were the NZED's overestimates that they are now spilling cheap hydro

> surplus gas that Governmen has not planned a use for. New Zealand's industrial advantage lies in it's cheap hydro and geothermal power. But early this month the development was deferred because the country has too

But a surplus does not mear New Zealand exports more competitive boost overseas exchange earnings and help which we still depend as so little has been done to convert transport to natural gas. As well it could pay for the NZED's imported generating equipment that we do not need.

Or does it! Muldoon backed down on the 60 per cent price hike less than a month after its announcement, saving certain heavy users might ge

The forestry and pulp and energy requirement. It uses

substantial investment in Tasman Pulp and Paper. There is also the political consideration as forestry employs thousands of voters. Perhaps the end result of the

60 per cent increase will be that only those industries lacking in political clout will When this becomes the case

political considerations and the maintenence of power will replace sound economic paramaters in yet another

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incentive for industry to convert to gas. If this is

Government's Intention

up against a business

community unwilling to invest

capriciously changes the

economic parameters at will.

behind the electricity price

hike are the same officials who delayed the Marsden Point

refinery expansion while costs

escallated from \$65 million to

These are the same officials

who in their zealous efforts to

protect New Zealand from the

ravages of free enterprise

killed this country's only real

expertise was replaced by

State-owned Petrocorp.

Petrocorp has done little

except rack one costly mistake

Undaunted, Petrocorp

precluded free enterprise from

the petrochemical industry

based on Maul and Kapuni

on top of another.

chances of discovering oil.

more than \$300 million.

promises to accomplish little

except convert a surplus of gas

urea — at a cost to the public of

Nevertheless the public has

been protected from free

enterprisers who wanted to

drill for oil and gas at their own risk (not the public's) and

from private exploitation of

The energy user will be

asked to pay for the "capital

costs" involved in energy

mistakes made by the

Petrocorp board which ap-

pears short on experience in

The true energy costs might

be further hidden from the end

user in a morass of

The unpublished version of

former Energy Minister George Gair's Goals and

Guldelines suggested that this

country's GI electricity supply

authorities amalgamate to

form energy authorities

gas, and took it over selling both electricity and

bureaucratic reshuffling.

more than \$ 70 million

profits. Then there is the problem of

cent increase in the bulk rate in February to follow the 1977 power over the dams to use

conservation bandwagon as it becomes increasingly clear that the sacrifices they are asked to make are only subsidising bureaucratic

Despite Governmental propoganda to the contrary. New Zealand has no energy

The NZED over-estimated hture electricity needs by 30 to 58 per cent which, while it might have justified the NZED's empire building and werseas borrowing to finance new power stations, leaves the public with a buge bill for power stations that will not be

used in the forseeable future. The NZED's 1978 annual report shows an increase in required to designate at the power supply of 1.7 per cent commencement of b over the previous year. It also shows staff increases of 222 for contractors, and 162 for disadvantages apply to cor sumers both below and abou

account increased from \$1,504,

finance the Marsden B power station. This \$113 million white elephant is not yet completed, demand shortage the demand shortage the generating capacity and the generating capacit

problems of start-up singles the system, tariffs should harsde Marsden B was to be fired into mothballs will save on imported oil — but the public still has to repay the foreign



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How to find a needle

– Pat Reinhardt, Manager, Membership Division,



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